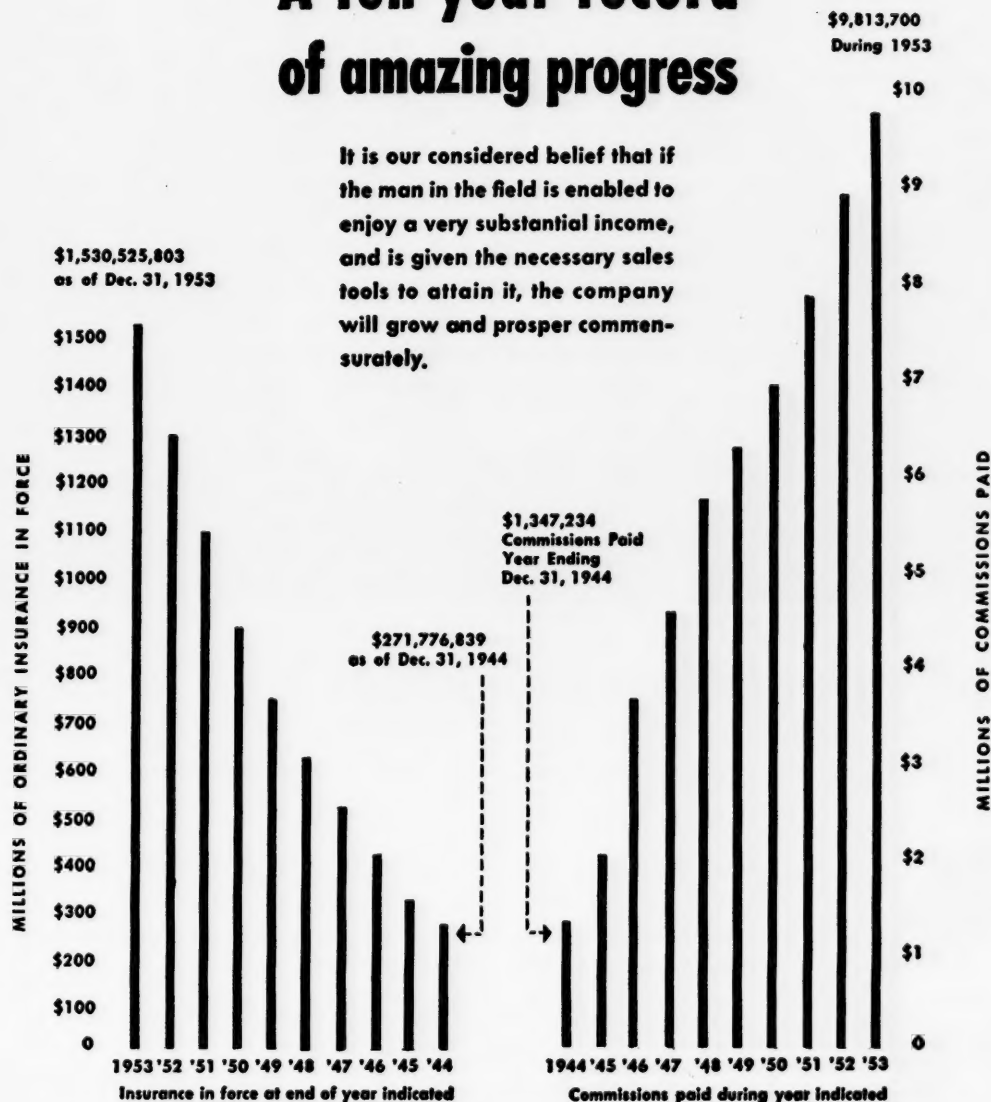


The NATIONAL UNDERWRITER

Life Insurance Edition

A ten year record of amazing progress

It is our considered belief that if the man in the field is enabled to enjoy a very substantial income, and is given the necessary sales tools to attain it, the company will grow and prosper commensurately.



An Agent Cannot Long Travel at a Faster Gait than the Company He Represents



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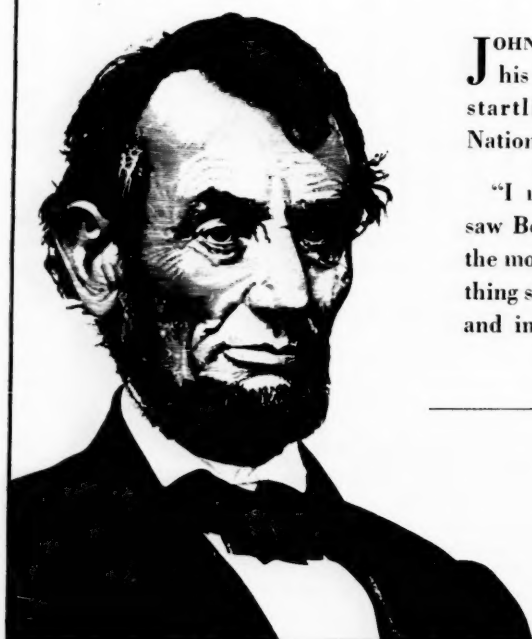
One of the 15 Oldest Stock Legal Reserve Life Companies in America
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HEALTH & ACCIDENT UNDERWRITERS CONFERENCE

FRIDAY, MAY 7, 1954



"Meet the Second Most Important Man in Your Life!"



JOHNS ARMSTRONG grinned broadly, but his voice was sincere as he made this startling introduction of the Lincoln National agent to his wife.

"I mean it, honey. Though you never saw Bob Jordan before, he would become the most important man in your life if anything should happen to me. He is my friend and insurance adviser. His broad experi-

ence and professional skill are solidly behind the comfort and security of our life insurance program."

The Lincoln National agent in *your* community has been equally well trained in the Lincoln tradition of thoughtful, human service. And he's ready to help *you*. Consult him freely about your insurance problems.

ITS NAME INDICATES ITS CHARACTER

THE LINCOLN NATIONAL LIFE INSURANCE COMPANY

FORT WAYNE 1, INDIANA

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THE NATIONAL UNDERWRITER. Life Insurance Edition. Published weekly by the National Underwriter Company, Office of Publication, 175 W. Jackson Blvd., Chicago, Ill., U. S. A. 58th year, No. 19, Friday May 7, 1954. \$7 per year (3 years, \$18); Canada, \$8 per year (3 years, \$21); Foreign, \$8.50 per year (3 years, \$22.50). 30 cents per copy. Entered as second class matter June 9, 1900, at the post office at Chicago, Ill., under the Act of March 3, 1879.

The NATIONAL UNDERWRITER

The National Weekly Newspaper of Life Insurance

58th Year, No. 19
May 7, 1954

Group Conversions, Settlement Options, Engage Actuaries

To Study Blood Pressure,
Build, Mortality Effect and
Perhaps Double Indemnity

Society of Actuaries will conduct a study next year of the influence of build and blood pressure upon mortality and may also do one of double indemnity experience by size of policy, V. E. Henningsen of Northwestern Mutual, secretary of the society, said at the eastern spring meeting in Atlantic City. About 350 attended the two-day session at which Richard C. Guest of Massachusetts Mutual, the president, wielded the gavel.

Safeguards to be placed on the conversion of family income and decreasing term insurance riders to permanent insurance came in for discussion during a general treatment of policy plans and rates. Irving Rosenthal of Guardian Life said the number of such conversions in his company was very low and there was no evidence of adverse mortality. He believes a liberal conversion policy could be adopted.

W. A. Thompson, New York Life, agreed that the number of such conversions is few but said that safeguards used by his company include limitation of the amount to 80% of present commuted value and conversion must be made five years or more before the end of the family income period.

Limitations placed on such conversion by Travelers, according to M. J. Wood, include 75% of present commuted value and conversion before 55. Any increased mortality is perhaps offset by the saving in initial expense, he said. As a guide to the increased mortality that might be expected, his company has investigated mortality on ordinary term conversion. There was a 40% increase in mortality when conversion was made at the end of the conversion period but only a 5% increase when conversion was made before the end of the period.

J. T. Phillips of New York Life commented on his company's action in moving from a high premium insurer to a more medium position. Walter Klem of Equitable Society said that company made a general reduction in premium rates of about 5% in January, this year. The previous general change was made in 1947. Reasons for the change include continuing improved mortality and a higher earned interest rate. Also, expense laws made it desirable to provide the agent with a more realistic first year commission. The lower premiums, combined with a revised dividend scale, made it possible to retain the former margins of safety in the face of rising costs.

There is no indication that the continuing improved mortality will be arrested, George Young of Connecticut General agreed. However, recent

(CONTINUED ON PAGE 12)

JUNE 15-18 ARE DATES

Dr. Manion to Speak at MDRT Meeting; Other Details Listed

Dr. Clarence E. Manion, former dean of the Notre Dame University law school who has been prominent politically in the Eisenhower administration, will be a guest speaker at the 1954 Million Dollar Round Table meeting in Coronado, Cal., June 15-18.

A distinguished lawyer, Dr. Manion established the Natural Law Institute at Notre Dame in 1947. Because of his speeches and writings on the subject of Americanism, he was awarded a medal by Freedoms Foundation in 1949, and again the following year. He now is acting as a special adviser to the national Americanism commission of the American Legion.

The MDRT program will include a case analysis of an entire estate planning situation, which is being arranged by John Todd, Northwestern Mutual, Chicago. There will be a panel session on basic selling techniques which is being arranged by William T. Earls, Mutual Benefit Life, Cincinnati. Both Messrs. Todd and Earls are past MDRT chairmen.

Another part of the program will be a presentation of various problems involved in pension planning; this is being arranged by New England Mutual, the company of G. Nolan Bearden, Beverly Hills, Cal., current MDRT chairman. The traditional room-hopping program will be continued for the fourth consecutive year.

On the recreational side, there has been arranged a fishing party, golf tournament, tour of the San Diego naval base and a mixed-doubles tennis exhibition with outstanding name players participating.

Full A&H Meet Coverage

This week's issue, beginning on page 25, contains a full report of the annual meeting at New Orleans of Health & Accident Underwriters Conference.

Life Stock Trend Is Still Upward

NEW YORK—All but six of the 19 most actively traded life company stocks showed increases in their prices during April, according to figures compiled by Shelby Cullom Davis & Co., insurance stock and municipal bond specialists. Below are shown the bid and asked prices as of May 5, together with the increase or decrease in the "asked" price since March 31, the latest date for which THE NATIONAL UNDERWRITER printed these stock figures.

	Bid	Asked	Asked Changes
Aetna	121 1/4	122 3/4	11 1/4
Colonial	80	83	8
Columbian Nat'l	82	84	8
Conn. General	312	316	2
Continental Assur.	153	156	3
Franklin	66	67	4 1/2
Great Southern	60	62	6
Gulf Life	23 1/4	23 3/4	1 1/2
Jefferson Std.	67	68	1
Kansas City	800	810	30
Life & Casualty	26 1/4	27 1/4	1 1/4
Life of Virginia	88 1/4	89 1/4	5 1/4
Lincoln National	250	253	1
Monumental	65	67	0
National L. & A.	62	63	0
Northwestern Nat.	38 1/4	39	1 1/4
Southland	115	117	3
Southwestern	99	102	3
Travelers	1170	1185	170

Combs Bans Phone A&H Solicitation

LITTLE ROCK—Effective May 1, A&H companies have been ordered by Commissioner Combs to desist from telephone solicitation. He stated that "any and all companies" violating the order would find their licenses revoked.

In the past months the department has been deluged with complaints from the public of indiscriminate telephone soliciting by a number of A&H offices, and several weeks ago the commissioner in a public statement warned these companies about the practice.

In handing down his order Combs said: "The department is continuing to receive many complaints from citizens of Little Rock, including numbers of sick people, about being called at all times of the day and even late at night. I am convinced that according to the number of complaints received, the department is justified in issuing an order to stop such practice, and I am further convinced that there is a better way to sell insurance than through the practice of indiscriminate telephone solicitation."

LIAMA Panelists Agree Manager Is Key Agency Man

Johnson Elected Chairman
at Hot Springs Conference
of Combination Companies

The objective of management should be low turnover of men and business and high production per agent and district, Lewis W. S. Chapman, director of company relations of L.I.A.M.A., told the association's combination companies conference at Hot Springs, Va.

"Effective field leadership," the theme of the conference, is the manager's number one job, and he should be more concerned about development of good men than about production totals. There is a fallacy, he remarked, in "averages of staffs" as a measure of management effectiveness.

In some companies, he went on, there seems to be too much dependence on training and explaining, and not enough on observation and supervision from the home office level right down the line. "If a manager has turnover of men and business both at the same time he is really in for a headache."

David F. S. Johnson, vice-president and manager of agencies of Interstate Life & Accident, was elected chairman of the combination companies committee, succeeding Frank B. Maher, vice-president of John Hancock. Mr. Johnson is a member of the association's education and training committee. As reported elsewhere in this issue, new committee members to serve with Mr. Johnson are Rufus E. Fort, Jr., vice-president in charge of field research, planning and training National Life & Accident; Walter H. Saitta, vice-president Peninsular Life, and Fred I. Wunderlick, vice-president and superintendent of agencies Baltimore Life.

Keynote of the conference was sounded by Mr. Maher, who declared the manager is the most important figure in the district organization. Field leadership, however, does not concern the manager alone, but embraces also the agency executive's job with respect to the manager.

Panels then embroidered the theme. "Selecting the Manager" was moderated by William P. Lynch, 2nd vice-president Prudential, and participants were W. W. Hartshorn, superintendent of agencies Metropolitan; Harold F. Boss, vice-president Universal Life & Accident; Wayne E. Phillips, director of agencies of Prudential, and Mr. Wunderlick.

Qualifying the manager by education, medical examination report, age and experience, were discussed. Mr. Phillips said in his company all assistant managers are rated by managers, supervisors and home office staff members and those recommended for further development are put through a regular selection procedure. Mr. Boss

(CONTINUED ON PAGE 13)

Late News Bulletins . . .

Studying Life Company Tax Bases

WASHINGTON—The ways and means subcommittee on life company taxation, headed by Rep. Curtis of Missouri, held a series of "seminars" this week to seek information that would be helpful in formulating a permanent basis for the income taxation of life companies. The committee has had two experts assigned to it from the joint committee on internal revenue taxation.

NAIC Head Again Denounces Reinsurance Plan

WASHINGTON—Testifying at the House commerce committee hearing, Commissioner Murphy of North Carolina, president of National Assn. of Insurance Commissioners, took issue with Rep. Dolliver of Iowa and other com-

(CONTINUED ON PAGE 40)

NEW ENGLAND MANAGEMENT CONFERENCE

Section 213 Changes Put Management 'on the Spot' to Improve Performance: Hull

SWAMPSCOTT, MASS.—The 1953 amendments to section 213 of the New York insurance law, making it possible to pay more money to new agents, have put management "on the spot" to improve its performance all along the manpower line—in selection, training, supervision, persistency and production.



Roger Hull

Roger Hull, executive vice-president of Mutual of New York, told some 200 general agents and managers at the New England management conference here.

Mr. Hull predicted that all companies would increase their expenditures for training. These funds can constitute a very sizable investment for the whole industry, and policyholders have a right to expect a reasonable return on that investment, he said. That can be obtained, he declared, only if management improves its performance.

"If we are going to invest extra money in a new man, management must have complete knowledge of his activities and the time he is devoting to the job," said Mr. Hull. "We have a right to insist on full time effort in return for full time pay, and only the manager or general agent is in a position to know the facts."

Because of the substantial investment which will be made in new manpower in the future, management, more than ever before, "must avoid wishful thinking," he asserted. "You can't afford to base your decision about a new man on hope and you can't afford to kid yourself into thinking a man is going to succeed when all the evidence points to failure. Post-selection at an early date becomes more important than ever before."

Mr. Hull reminded the group also that they had "a very personal interest" in improving performance. "It seems to me inevitable," he said, "that eventually whatever funds are made available will be distributed in large part to those managers and general agents who demonstrate greatest ability to building successful men."

Commenting on the prospects for new men doing a successful business, Mr. Hull said he had never seen a time when sales records were so numerous or when it was easier to get men established.

"I have little patience with the forecasters of doom who always bemoan and criticize the high turnover among life insurance salesmen," he said. "The turnover is no worse, and probably much better, than among any other group of commission salesmen."

He indicated two important needs—to revive "aggressive salesmanship of the old-fashioned variety" and to do a "continuous, aggressive and intelligent" job of agency building.

Bearing out the importance of agency building he cited findings from various studies Mutual has conducted in recent years. The company learned that to avoid a reduction in total new

business it would have to obtain at least 14½% of its total new business from men in their first two contract years.

Another projection showed that in an agency with a new business of \$3 million—of which \$1 million was from men in their first two years, \$1 million from agents over 60 years of age, and \$1 million from all other agents—the volume of business would drop to \$1,360,000 in five years and to \$850,000 in 10 years, if no recruiting were done.

Another projection was made on the basis of an agency in which no agents had been recruited during the past two years and where there were no agents over 60 years of age. This showed that if there is no recruiting, the business of an agency producing \$3 million could be expected to decrease to \$1,900,000 in five years and to \$1,400,000 in 10 years.

While the amendments to the insurance law did not do all that everyone wanted, they give companies an opportunity to do more for the new man than heretofore possible, Mr. Hull said.

"Whether doing more in the form of compensation will produce better results depends in large measure on management," he said. "If we do not attract better men, if we do not improve selection, if we are unable to improve our ratio of successes to the number of men hired, and if we do not improve the production of the survivors, then whatever new money the companies invest in such plans will be wasted."

Life of Ga. Names 4 V-Ps, Retires 5

Life of Georgia has elected four new vice-presidents and two assistant officers. Five veteran vice-presidents were retired.

The new vice-presidents are:

H. Talmage Dobbs, Jr., vice-president and treasurer. He joined the company in 1933, has been treasurer for two years and is a member of the executive committee.

W. Sheffield Owen, agency vice-president. He has been assistant agency vice-president since 1951. Before joining the company nine years ago he was at Birmingham, Ala., for Sun Life of Canada and was five years at the home office agency of Protective Life, becoming agency supervisor. He is a CLU.

J. Lon Duckworth, vice-president and general counsel. He has been attorney for Life of Georgia for 12 years. He is widely known for his Kiwanis International work.

Bruce Batho, vice-president and actuary. He has been associate actuary for nine years. He started in life insurance in 1929 with Franklin Life, was with the Illinois insurance department for six years and with Country Life for two years.

The two new assistant officers are Rankin M. Smith, assistant agency vice-president, and Thomas E. Martin, Jr., assistant treasurer. Mr. Smith joined the company in 1942 and returned as an agent in Arkansas after army air corps service, then was transferred to the training department in Atlanta. For three years he has

been in charge of an Atlanta district office. Mr. Martin, formerly an investment analyst for Fidelity-Philadelphia Trust Co., joined Life of Georgia a year ago. He is an army veteran.

Retiring vice-presidents are:

O. R. Dobbs, Sr., who was treasurer for many years, and has been with the company since 1903. He was for many years an agent and field supervisor before moving to the home office as an officer.

A. L. Coffey Sr., who has been with the company 51 years. He has been in charge of the Florida operations for many years.

Henry C. Jackson, who has been head of the agency operations for nine years and before that was for 40 years a member of the field force.

E. A. Rice, who was with the company for 47 years. A leading member of the agency force for many years, he was elected vice-president in 1948.

S. E. Allison, who has been with the company since 1944. The company's chief actuary, Mr. Allison is widely known in the actuarial field, in which he has been active since 1904.

The chairman, president, executive vice-president, secretary, and the vice-president and treasurer were designated as the executive committee to direct company operations.

At the same time, Emmett L. Miller of Montgomery retired as territorial director of agencies for Alabama, which was added to the zone under the supervision of Cliff C. Hewett, director of agencies.

Other field management changes transferred Du Pree Jordan from the west end Atlanta district to the north-side district, E. H. Richardson from Sarasota, Fla., to replace Mr. Jordan, and Travis Scott, on leave of absence from Dothan, Ala., to Sarasota.

Sherer Agency Chief for Midland Mutual; Succeeds Moore

Charles E. Sherer, Midland Mutual Life general agent at Marion, O., has been promoted to director of agencies. He succeeds Russell S. Moore who is relinquishing his duties as head of the agency department because of health reasons. Mr. Moore will continue as manager of agencies, devoting more time to agency visitations and public relations work.

Succeeding Mr. Sherer at Marion is W. L. J. Ashworth. Mr. Ashworth entered the business in 1931 and for 20 years has been with Metropolitan Life at Marion, serving latterly as assistant manager.

Mr. Sherer joined the company as general agent at Pittsburgh in 1936. He was transferred to Marion in 1941. A member of the company's general agents' executive committee since 1948, he was president of the committee immediately before his new assignment. He has been an LUTC instructor for two years.

Burr Leaves Institute for Mutual Fund Group

NEW YORK—Edward B. Burr, who has been with the Institute of Life Insurance for six years, the last three as director of the educational division, has joined the National Assn. of Investment Cos. as director of public information. He joined the institute following graduation from the Wharton school. Mr. Burr's appointment is part of the investment companies' program for setting up a public information program.

Notes Mutual Fund Role for Man with Adequate Insurance

The role of group in conjunction with the purchase of mutual fund shares is still "not much more than a gleam in the eye," but it can fulfill a specific need for those who have established savings accounts and adequate life insurance programs and have the natural instinct to risk something on the future of America without jeopardizing their family's inheritance, said Clarence W. Wyatt, vice-president of John Hancock, at the annual brokers' seminar of the company's Indianapolis general agency.

"I firmly believe that it is inevitable that group insurance will increase in usefulness and force comprehensiveness," Mr. Wyatt said. "It can do an adequate job in providing the cradle to the grave freedom from fear and freedom from want, together with the component without which the other freedoms are meaningless—freedom of action."

Mr. Wyatt declared there are benefits which cannot be measured directly in dollars and cents. Among those benefits he included the satisfaction of clients; endless centers of influence for future by-product sales of key-man and business insurance, retirement plans and estate planning; prestige in the business community and among business associates; protection of present contacts and the making of new ones, and the constant evidence that private insurance carriers, through competitive free enterprise sales, can meet the worker's needs.

Best of all, he said, it gives an agent an inner feeling of pride and satisfaction in the knowledge that he has had a part in providing protection from the drain of medical expense for employees in his community.

Mr. Wyatt predicted that the insurance agent and broker of the future will be a specialist. So complex are the ramifications of the many coverages that will be available that the best representative will be a highly trained man who is an authority in a few well-chosen areas that demand constant study and research, whose diligence and attention to his job wins the confidence of the public, he said. He included in such specialized areas group insurance, embracing life, casualty and pensions, estate planning, business and key-man life insurance.

Mr. Wyatt urged that agents not overlook the positive trend toward more complete group coverage.

"Let us watch closely the increasing emphasis on the deductible and coinsurance approach," he said. "It is difficult for an employee to absorb expenses of a catastrophe illness, but he can handle the minor and budgetable expenses."

"Watch for higher group life maximums for employees to keep abreast of increased earnings and current needs. Plans today frequently call for group life benefits equal to 1½ to two times annual salary, reaching in a few instances to a maximum of \$100,000."

"Don't overlook the trend toward continuing A&H coverage on retired employees. Such employees continue to need protection after retirement. Look for widow's pension as an extension of group retirement plans to provide income in the event of death prior to retirement of the husband."

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In-Force Rankings of Life Companies Shown

Total insurance in force in United States and Canadian old line legal reserve life insurance companies continued to climb in 1953, reaching \$340,504,110,327. Of this, \$212,276,181,415 was ordinary; \$88,445,301,201 group; and \$39,782,627,711 industrial. Ordinary increased 8.4% over its Jan. 1, 1953 total of \$195,854,235,362; group 19% over \$74,294,675,261 and industrial 5.4% over \$37,755,536,340.

Eight companies have joined the billion dollar class, increasing the number to 54. These companies are United Benefit, Old Republic Credit, Southwestern Life, Life of Georgia, Minnesota Mutual Life, Life & Casualty, Crown Life of Canada and Kansas City Life.

All 15 largest companies held the same respective ranks as held on Jan. 1, 1953. Big advances in rank among the first 50 companies were made by United Benefit from 49th to 42nd, Old Republic Credit from 48th to 45th, and Life of Georgia from 53rd to 50th.

The number of companies with more than \$100 million in force has increased from 197 to 208. A new star is the Patriot Life, which was organized on Feb. 5, 1953, and which ended the year to rank 77th with \$558,242,513 in force, all group except for \$4 million industrial. The other companies which reached \$100 million for the first time are Southern Life of North Carolina, Southern Farm Bureau, National Old Line, Michigan Life, Hoosier Farm Bureau, Pacific National, Lafayette Life, First National of Louisiana, Equitable Life of Canada and Postal Life.

Increases in group insurance in force is often a factor for the changed ranking position of a company.

Quantity prices for reproductions of the accompanying table in folder form:

Quantity	Each c	Total \$
50	6	3
100	5	5
250	4 1/2	11
500	3 1/2	17
1,000	3 1/4	32
2,500	3	75
5,000	2 3/4	137
10,000	2 1/4	225

Gets Stay on S. C. Ban on Dividend-Type Policy

Guaranty Savings Life has obtained a temporary state court injunction against an order by Commissioner Murphy of South Carolina prohibiting the sale by Guaranty in that state of policies offering payments similar to dividends to policyholders. Citing a policy paragraph that states the holder shall get a dividend not less than the amount paid as dividends on a company common stock, Murphy contended that such profit-sharing certificates are illegal.

Community, Tex., to Hike Capital

Community Life of San Antonio, which last January raised its capitalization from \$100,000 to \$250,000, plans to further increase capital and surplus through sale of an additional 50,000 of no-par value stock at \$12.50 each. It is expected the new offering will net the company in excess of \$500,000.

Founded in 1947, the company at the end of last year had business in force of \$5,207,630 and assets of \$1,128,220. Of the company's authorized 480,000 shares of capital stock, there presently are 240,000 shares outstanding.

Figures in right hand column include
Industrial and group if written

1954	1953		Total Insurance In Force \$
1	1	Metropolitan	56,104,765,732
		Industrial	11,236,307,296
		Group	18,609,251,633
2	2	Prudential	43,184,711,750
		Industrial	8,069,942,627
		Group	9,461,158,023
3	3	Equitable, N. Y.	20,985,913,553
		Group	11,574,920,644
4	4	John Hancock	14,646,564,057
		Industrial	2,866,265,005
		Group	3,719,152,340
5	5	Travelers	14,119,625,069
		Group	9,855,317,127
6	6	Aetna Life	13,361,809,549
		Group	10,100,215,900
7	7	New York Life	12,416,338,464
		Group	466,373,627
8	8	Northwestern Mut.	7,219,090,326
9	9	Lincoln National	6,271,635,884
		Group	471,567,984
10	10	Sun, Canada	5,878,070,120
		Group	1,751,893,221
11	11	Conn. General	5,532,764,700
		Group	3,220,750,182
12	12	Mutual Life, N. Y.	4,825,094,503
		Group	29,924,755
13	13	Occidental, Cal.	4,582,427,020
		Group	1,914,854,643
14	14	Mass. Mutual	3,948,742,322
		Group	366,144,034
15	15	New England Mut.	3,676,556,740
		Group	25,821,364
16	17	National L. & A.	3,625,274,796
		Industrial	2,173,772,448
		Group	54,568,200
17	16	Mutual Benefit, N. J.	3,410,498,153
		Group	8,710,834
18	18	Penn. Mutual	3,393,604,489
19	19	London Life	3,098,270,838
		Industrial	525,011,934
		Group	673,737,530
20	20	American Natl., Texas	2,795,659,165
		Industrial	1,289,469,823
		Group	124,135,421
21	21	Western & Southern	2,693,504,976
		Industrial	1,285,950,871
		Group	27,307,033
22	22	Conn. Mutual	2,655,263,707
23	23	Continental Assur.	2,587,083,035
		Group	1,453,342,975
24	25	Great-West, Can.	1,987,329,771
		Group	451,284,284
25	24	Bankers, Iowa	1,934,796,658
		Group	494,817,528
26	26	Canada Life	1,809,885,619
		Group	535,144,862
27	27	Union Central	1,684,993,020
		Group	140,014,460
28	28	State Mutual, Mass.	1,668,977,979
		Group	356,496,796
29	30	Manufacturers, Can.	1,631,121,190
		Group	81,758,194
30	31	Mutual Life, Can.	1,620,549,278
		Group	193,370,703
31	32	Life of Virginia	1,586,297,064
		Industrial	669,522,013
		Group	107,340,569
32	29	Provident Mutual	1,573,035,001
		Group	2,378,372
33	33	General American	1,556,268,382
		Group	1,063,790,830
34	35	Franklin Life	1,530,525,803
		Group	4,861,000
35	34	Pacific Mutual	1,494,482,307
		Group	453,650,969
36	44	Cuna Mutual, Wis.	1,475,923,213
		Group	1,447,346,052
37	37	Confederation, Can.	1,441,109,527
		Group	413,655,634
38	36	National Life, Vt.	1,412,123,304
39	38	Phoenix Mutual	1,318,423,034
40	39	Equitable, Iowa	1,300,834,807
41	40	Acacia Mutual	1,279,900,729
		Group	3,295,500
42	49	United Benefit	1,244,941,079
		Group	292,008,631
43	41	Jefferson Standard	1,235,240,245
44	42	Home Life, N. Y.	1,220,716,303
		Group	102,531,228
45	48	Old Republic Credit	1,174,564,849
		Group	80,079,910
46	43	Northwestern Natl.	1,172,110,586
		Group	304,239,945
47	46	Provident L. & A.	1,161,716,102
		Group	866,111,513
48	45	Guardian, N. Y.	1,121,032,801
		Group	10,114,724
49	47	Southwestern Life	1,065,059,933
		Group	139,556,897
50	53	Life of Georgia	1,060,689,567
		Industrial	859,581,312
		Group	137,093
51	52	Minnesota Mutual	1,058,156,399
		Group	377,978,045
52	54	Life & Casualty	1,057,195,113
		Industrial	607,889,935
		Group	18,108,100
53	51	Crown Life, Can.	1,050,958,562
		Group	91,240,335
54	50	Kansas City Life	1,013,741,546
		Group	953,000
55	57	Washington Natl.	930,552,561
		Industrial	326,380,004
		Group	169,161,726
56	56	Calif.-West. States	920,800,360
		Group	259,760,486
57	55	Liberty National	879,940,036
		Industrial	576,365,566
58	58	Fidelity Mutual	807,685,379
		Group	2,437,500

Figures in right hand column include
Industrial and group if written

59	59	Southland Life	800,445,205
		Industrial	191,435,746
		Group	50,870,434
60	60	Monumental Life	780,380,504
		Industrial	386,203,695
61	61	North Amer., Can.	756,847,846
		Group	74,896,828
62	63	Pilot Life, N. C.	750,418,406
		Industrial	242,858,841
		Group	173,053,919
63	65	Business Men's	729,926,796
		Group	67,860,146
64	62	Imperial, Canada	722,788,602
		Group	86,338,256
65	68	State Farm, Ill.	715,258,071
		Group	14,393,291
66	66	Commonwealth Life, Ky.	712,813,006
		Industrial	277,606,667
		Group	28,729,872
67	64	Gulf Life, Fla.	692,964,434
		Industrial	256,296,255
		Group	56,683,600
68	69	Farm Bureau, Ohio	670,818,166
		Group	49,013,348
69	67	Great Southern	638,955,031
		Group	61,909,657
70	70	Pan-American, La.	629,178,046
		Group	110,874,808
71	71	Ohio National	625,427,238
		Group	1,396,793
72	72	N. A. Reassur.	596,907,000
73	73	Liberty, S. C.	582,574,967
		Industrial	308,063,545
		Group	48,565,275
74	75	Country Life, Ill.	573,877,429
		Group	4,751,000
75	77	Dominion Life, Can.	563,134,564
		Group	20,827,907
76	76	American United	559,607,789
77	77	Patriot Life, N. Y.	558,242,513
		Industrial	4,005,813
		Group	554,236,700
78	86	Union Labor, N. Y.	540,313,318
		Group	503,030,067
79	78	Home Beneficial	537,718,482
		Industrial	369,589,889
		Group	9,690,729
80	80	Protective, Ala.	531,770,417
		Group	287,289,299
81	82	Republic National	521,020,983
		Group	100,800,107
82	74	U. S. Life, N. Y.	501,443,680
		Group	196,612,441
83	79	Peoples, D. C.	497,377,025
		Industrial	335,423,312
		Group	3,801,500
84	81	Savings Bank, Mass.	481,560,041
		Group	41,146,476
85	63	Mutual Trust, Ill.	466,069,971
86	87	Independent L. & A.	449,402,884
87	84	Berkshire Life	448,028,799
88	93	Security Mut., N. Y.	443,652,824
		Group	119,841,400
89	89	Security L. & T.	439,736,930
		Group	51,299,163
90	85	Columbian Natl.	432,440,819
		Industrial	15,787
		Group	65,795,061
91	91	Manhattan Life	415,966,673
		Group	39,939,745
92	115	Bankers L. & C.	410,512,136
		Group	38,236,000
93	88	Shenandoah, Va.	389,238,099
		Group	230,376,721
94	98	Union Mutual, Me.	388,861,798
		Group	92,418,679
95	90	Central, Iowa	384,853,035
96	92	Knights Life, Pa.	377,018,831
		Industrial	219,131,616
		Group	1,167,000
97	95	Bankers, Neb.	372,403,769
98	107	Union Cas. & Life	366,229,955
		Group	341,055,786
99	99	Sun Life, Md.	362,874,173
		Industrial	196,129,942
100	96	Equitable, D. C.	360,335,051
		Industrial	168,018,166
		Group	1,966,500
101	97	Columbus Mutual	360,054,391
102	100	United Ins., Ill.	357,303,971
		Industrial	284,021,241
		Group	6,374,073
103	103	West Coast, Calif.	354,379,664
		Group	140,758,397
104	94	Central Standard	350,231,770
		Industrial	45,753,017
		Group	488,500
105	101	Excelsior, Can.	345,285,943
		Group	2,876,600
106	105	Paul Revere	335,900,236
		Group	51,144,300
107	117	Credit Life, Ohio	332,637,240
		Group	85,617,521
108	106	Colonial Life	323,722,000
		Industrial	110,730,525
		Group	6,912,405
109	102	Guarantee Mutual	322,616,370
110	104	Atlantic Life	321,805,003
		Industrial	42,930,889
		Group	1,349,800
111	112	Industrial, Can.	313,950,307
		Industrial	107,546,719
		Group	38,735,900
112	108	Interstate L. & A.	307,759,160
		Industrial	220,353,165
		Group	7,625,328
113	122	N. Amer. L. & C.	296,936,945
		Group	13,083,177
114	110	Continental Amer., Del.	296,339,521
		Group	3,679,246
115	111	Beneficial Life	295,734,004
		Group	5,954,500
116	113	Lutheran	294,660,475
117	109	Indianapolis Life	291,160,614
118	114	Northern, Wash.	281,720,141
		Group	38,836,905

(CONTINUED ON PAGE 14)

SPOTLIGHT ON DUDLEY'S CAREER

Gala Entertainment Helps Mark 50th Anniversary of Life & Casualty

NASHVILLE—President Guilford Dudley, Jr., got the "This Is Your Life" treatment in the surprise feature of a two-hour variety show planned for the entertainment of delegates to Life & Casualty's golden anniversary convention here. More than 1,500 persons were at the show, including the company's entire staff in the Nashville area.

The portrayal followed the format of the popular television show and Ralph Edwards, the TV show's master of ceremonies, introduced the Life & Casualty's counterpart via a specially made tape recording.

Slides made from the surreptitiously borrowed Dudley family album were flashed on the screen of a simulated television screen 12 feet high while Bill Allen, popular radio personality from WLAC, Life & Casualty's radio station, wove together the president's biography, complete with live actors in their authentic roles.

Governor Clement of Tennessee was on hand in person to pay tribute to Mr. Dudley's numerous civic contributions. Charles J. Zimmerman, managing director of LIAMA, and Benjamin N. Woodson, formerly of LIAMA and now president of American General Life of Houston, were presented by photographs and especially recorded messages.

Others who appeared in person included Mason Houghland, president of the Iroquois steeplechase, in which Mr. Dudley's horses have appeared frequently;

Vernon Sharp of the Vanderbilt University football squad on which Mr. Dudley was a reserve guard; Dr. Marvin Cullom, who treated Mr. Dudley's boyhood injuries, John Bransford, who remembered "the time we threw mud-balls at the lady in the white starched dress"; Dr. Edwin Mims, Vanderbilt professor emeritus and a favorite instructor; Mr. Dudley's son, Guilford Dudley III, a student at Yale; Frank Womack, who still heads the agency in which Mr. Dudley went to work; J. E. Acuff, executive vice-president at the time Mr. Dudley went to the home office; A. M. Burton, president emeritus; P. M. Estes, Jr., L & C director; James Byrne, agency vice-president; E. L. Tilley, manager at Durham, N. C.; Paul Mountcastle, L & C chairman; Miss Adelaide Harris, Mr. Dudley's secretary for the last 13 years; Mr. Dudley's wife, and his mother, Mrs. Guilford Dudley, Sr.

Another highlight was a tape-recorded citation from Admiral W. F. Halsey, under whom Mr. Dudley served in 1945 as air operations officer on aircraft carriers in the Pacific. "His professional skill, initiative and untiring efforts materially aided in the destruction of a large number of enemy objectives on land and sea," the citation said in part.

Field employees presented Mr. Dudley a ship's bell clock and Master of Ceremonies Allen presented him a navy medal accompanying the citation, pinch-hitting for James G. Stahlman, captain in the naval reserve and publisher of the *Nashville Banner*, who was out of the city.



AT LIFE & CASUALTY golden anniversary celebration: Left, gift of the field force, a ship's bell clock, is presented to President Guilford Dudley, Jr., by Florence Henderson. Standing at left is Bill Allen of radio station WLAC, who acted as master of ceremonies in a surprise "This Is Your Life" show that highlighted notable events in the career of Mr. Dudley. In background is Mrs. Guilford Dudley, Sr., Mr. Dudley's mother. At right, Mr. Dudley receives a warm greeting from A. M. Burton, president of L & C for 46 years and now president emeritus and a member of the board.



There were more than 600 delegates and guests on hand for the 50th anniversary convention.

Baltimore Life's Stars Meet in Atlantic City

Leading producers of Baltimore Life were honored at the annual president's and honor clubs meeting in Atlantic City. The top agent in each club was elected president and this year the honors went to Elmer J. Heintz, Erie, Pa., of the president's club and Harold L. Butler, Annapolis, of the honor club. Headed by Manager George J. Mucey, members of the Washington, Pa., district, winners of the 1953 Burns award, were also present.

Home office officials who presided were Albert Burns, president, Henry E. Niles, vice-president, Fred I. Wunderlick, vice-president and superintendent of agencies, and Ralph Edwards, actuary.

Elect Gavin at Fort Worth

James Gavin of Shield Life has been elected president of Fort Worth A&H Assn. Other officers are: Vice-president, William Martin, Employers Casualty; secretary, Madolin H. Williams, American Hospital & Life, and treasurer, George Barton, Southland Life.

J. S. Goldberg Advanced

Beneficial Standard Life has appointed Jerome S. Goldberg sole general agent of the Jerome-Lawrence agency, formerly a partnership. Mr. Goldberg formerly was home office manager and an agent.

L & C Names Five Managers

Life & Casualty has promoted J. W. Pritchett, district superintendent at Waycross, Ga., to district manager at North Houston, Tex.; W. L. Renick, district manager at West Palm Beach, to manager of Atlanta 3 district, and G. B. Smith, Jr., state supervisor for North Carolina, to district manager at West Palm Beach. Other district manager appointments are J. A. Kearley at Atlanta 1, and W. H. Beck at Atlanta 2.

Agenda Readied for NAIC Security Valuation Group

The agenda has been prepared for the meeting May 12 at New York City of the NAIC committee on valuation of securities.

Among topics to be considered are resolutions governing the inventory of stocks and bonds in annual statements, recommendations for changes in instructions to companies on preparing statements, desirability of establishing procedure whereby a report would be rendered to the subcommittee in all cases involving the exercise of discretion in the pricing of a security or to determine the eligibility of a bond for amortization, and a recommendation to the blanks committee that consideration be given to providing for the separate listing in schedule D part 1 of the annual statement all special revenue bonds of the political subdivision of U. S. and Canada.

Volk on I-Day Program

Harry J. Volk, vice-president of Prudential's western home office, will be the luncheon speaker for Greater Los Angeles Insurance Day to be held May 26 at the Biltmore hotel. A panel from Los Angeles Life Underwriters Assn. will conduct a forum on what the general insurance agent should know about business life coverages.

Provident Mutual Up 13.7%

Provident Mutual's new paid business for the first quarter totaled \$39,556,000, up 13.7%. Insurance in force rose to \$1,590,668,000. The yield on new investments was 3.6% as against 3.4%.

Martin Heads Committee

Wade O. Martin, Jr., Louisiana commissioner, has been appointed chairman of the NAIC A&H committee, succeeding Luke Kavanaugh of Colorado, who has resigned.

Agency Gets Higher Status

Travelers' Long Beach office has been made a direct reporting branch. It will continue under the management of Harold B. McElrath, who has been manager since 1941. He entered insurance with Commercial Casualty and was with Missouri State Life and California Bank at Los Angeles, where he joined Travelers in 1933. He is a CLU.



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Commission Scales Are Set for Average Agent: Zealous Worker Unlimited, Indiana Leaders Told

Commission scales in the life insurance business are set to enable the average man to make a living; therefore, the good man, operating on these scales, has a chance to make a killing, if he'll only work, Dan A. Kaufman, general agent of Northwestern Mutual at Chicago, told 214 members of Indiana Leaders Club at their annual meeting at Turkey Run state park.

Mr. Kaufman reported that an agent will usually average around 10 bona fide interviews a week; "Yet when I go out with my men on joint work, we run as high as five such interviews a day. Few men," he charged, "are willing to pay the price of work."

Other speakers were R. W. Osler, vice-president of Rough Notes Co.; Glenn Tiffany, New England Mutual, and Henry J. Peirce, Massachusetts Mutual, all from Indianapolis; and E. G. Schwalm, vice-president, Lincoln Bank & Trust, Fort Wayne, and Alden C. Palmer, chairman of Insurance R & R.

James L. Brown, Northwestern Mutual, Indianapolis, president, reported that 335 agents qualified for membership in 1953, a record.

New officers are Harry V. Foreman, Wisconsin National, Kokomo, president; W. J. McLane, Berkshire, Indianapolis, vice-president, and K. L. Wilkinson, Minnesota Mutual, South Bend, secretary-treasurer.

Talking on "Where to Find the People Who Buy," Mr. Osler said the market for life insurance has never been better than it is today. "In terms of 1953 dollars," he reported, "only one-third of 1929's 12 million family units earned more than \$3,000. Today, two-thirds earn more than \$3,000 and there are 32 million family units. The \$4,000 to \$7,500 group has more than trebled in numbers and purchasing power since 1929, and real income per person is not only more widely distributed than in 1929 but is 12% higher in addition."

Businesses with better than average outlook for the rest of the year so that workers in them should be especially good prospects, the speaker said, are food chains, toy industry, man-made fibers, heavy machinery, soap and detergent manufacturers, white-collar workers, plumbers, electricians, carpenters, and makers of medical and dental equipment.

Reporting on the methods of opera-

tion which enabled him to qualify for the MDRT in 1953 although he only entered the business in late February, Mr. Tiffany explained that his usual sale is an "Optional Savings Plan," a presentation of ordinary life as savings. Most of his solicitation is done on a "cold call" basis. "A 'cold call,' the speaker said, "is not cold canvass." It is a call on a prospect with no pre-approach. He closes 75% of his business on first call.

The best time to make cold calls, according to Mr. Tiffany, is from five to eight in the evening. "Dinner hour is not standard with Americans," he explained. "If the first man you call on is eating, his neighbor probably won't be. Excuse yourself to the first man and come back after you've talked to his neighbor." The speaker admonished: "Don't phone. Don't write. Just go see them, and work as if your life depended on it."

Most agents could equal Mr. Tiffany's record if they'd junk a lot of old opinions and prejudices and start out fresh, talking to people in terms people understand, Mr. Peirce observed.

Special honors were accorded Mr. Palmer, recognizing his 67th birthday and his services as one of the guiding lights of the club's organization 10 years ago and a number of years as its executive secretary.

Mr. Kaufman detailed the technique being used in his agency for cold calls on estate-planning and business insurance prospects. Three of the commonest weaknesses among those using the plan, the speaker said, are: (1) "Backing in," hiding the fact that they are life insurance men; (2) too much small talk; (3) lack of organization of what they are going to say so that they consume half an hour covering ground that should take five minutes.

Lawyers and trust officers rate even lower than agents in rendering estate and business planning advice to the people who need it, Mr. Schwalm charged. People are living longer today, he said, but the years they are gaining are expensive years, often requiring thousands and thousands in medical care. People are not saving adequately for these years, and they are not properly organizing what they have accumulated.

Wis. Leaders Hear Two Talk

Wisconsin Life Insurance Leaders Round Table at a meeting at Milwaukee heard talks by Walter A. Van Dyck, group manager of Aetna Life, on "Mass Selling" and by Thomas A. Moore, vice-president in charge of the trust department of Marine National Exchange Bank of Milwaukee, on "Uses of Life Insurance in Estate Planning."

LOMA Graduates' Card

At the annual seminar of Society of L.O.M.A. Graduates May 18 in New York City H. Bruce Palmer, president of Mutual Benefit Life, will be the dinner speaker, on office administration as a major management function.

At the afternoon session there will be a panel on modern concepts in life insurance. William W. Eitel, methods manager of Home Life, will be moderator. The panelists will be Donald W. West, claims specialist of Mutual Life; Corwin H. Barnum, assistant secretary Teachers Insurance & Annuity; Eugene R. Kintgen, supervisor of em-

ploye protection plan division New York Life; Howard V. Kivlin, senior procedures analyst of Metropolitan, and W. R. Cowie, 2nd vice-president Equitable Society.

NAIC Zone 2 Hears Talks. Reports at Wilmington

The agenda of zone 2 of National Assn. of Insurance Commissioners meeting being held this week in Wilmington, Del., includes talks by Commissioners Murphy of Delaware, Jackson of Maryland, Murphy of South Carolina, Leslie of Pennsylvania, Gillooly of West Virginia, Robinson of Ohio and Ray Murphy, general counsel of Assn. of Casualty & Surety Cos., who is chairman of the liaison committee of the Passe Club, and A. L. Kirkpatrick, manager of the insurance department of U. S. Chamber of Commerce.

The agenda also includes a report by Deputy Harris of Virginia on the recent conference of rating officials and a discussion of the Bankers Life & Casualty examination.

Abilene Managers Organize

Abilene (Tex.) General Agents & Managers Assn. has been organized there with Hugh Skinner, Southwestern Life, as president. Hollis L. Manley, Amicable Life, is vice-president and Louis Thomas, Great Southern Life, secretary.

UJA of New York Launches Drive

The annual luncheon of the life insurance division of United Jewish Appeal of Greater New York will be held June 9. Clarence Oshin of Home Life is chairman and Halsey D. Josephson, Connecticut Mutual; Isidor Siegel, formerly of Metropolitan, and David A. Carr, Continental Assurance, co-chairmen.

Market-Wise Agent Seen as Key to New Coverages, Methods

Improved knowledge of markets and market conditions will be one of the most helpful tools that agency management and individual agents can have in coming years, for field men who are sensitive to what is happening in their markets can exercise a great influence on management to consider new coverages and methods, according to James J. Hubbard, research associate of Mutual of New York.

Addressing the life agency management conference sponsored jointly by Ohio Life Underwriters Assn. and Ohio State University, Mr. Hubbard also made the point that life insurance faces a more sophisticated and sensitive market, in which life insurance has its greatest appeal, for "consumers are looking for assets wherein the emphasis is upon certainty of return."

Mr. Hubbard cited additional favorable factors, such as the "baby boom," the increasing number of aged with consequent greater need for protection, the lengthening life span, the more urbanized population, and the greater mobility of population, which means constant new additions to the agent's market.

Marakas Gets V. P. Status

Reserve Life of Dallas has advanced John L. Marakas from assistant vice-president to vice-president. He will continue as the company's actuary.

Mr. Marakas joined Reserve in 1952 and before that did insurance actuarial work at Washington and Chicago.



James L. Brown, left, Northwestern Mutual, Indianapolis, retiring president of Indiana Leaders Club, hands the gavel of office to Harry V. Foreman, Wisconsin National, Kokomo, new president.

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Theo. P. Beasley, President

Home Office, Dallas

Profit Sharing Plan Answers Wage Demand and Lay-Off Problems

A profit-sharing plan developed by Resisto-flex Corp. of New Jersey is a good answer to guaranteed wage demands of employees, Ron Stever, general agent Equitable Society, Pasa-

dena, told the Industrial Relations Conference at Los Angeles.

The plan is designed partly to encourage employee savings and build up retirement income and partially to provide benefits to tide employees over periods of layoff he said. It calls for employee contributions equal to 5% of wages, up to \$250 a year. The company adds 10% of each year's net profits

to the employee contributions.

Like other deferred profit-sharing arrangements, it provides benefits on retirement and resignation, but the unusual part is the layoff stipulations. A laid-off employee is entitled to his own contributions and half those of the company with the accumulated interest on both. He receives a weekly payment sufficient to bring state unemployment benefits up to his base wage during employment. The profit-sharing payments do not disqualify him for public benefits since he has a vested right to the fund benefits.

Organized labor, historically hostile to profit sharing, has largely reversed its stand in recent years, said Mr. Stever. Many collective bargaining agreements now include such plans. Quoting Joe Swire, director of the health and welfare department of Electrical Workers (CIO) union, Mr. Stever said the financing of guaranteed annual wages by means of profit-sharing will be stressed by Electrical Workers-CIO this year. The major thing Mr. Swire said he liked about profit-sharing is its flexibility. If immediate cash payment is desired, profit-sharing fits the bill. If a company wants to finance a retirement plan through profit-sharing, it can be done and past service and current service can be included. If the plan is to finance a combination retirement plan and cash payment, profit-sharing can be used in this way, too, or it can be utilized to finance guaranteed annual wage problems.

During the coming year, Mr. Swire was quoted as saying, the union hopes to be involved in negotiations for a guaranteed annual wage financed through profit-sharing as being the simplest method of approaching the problem, since it eliminates many obstacles found in other methods of financing.

Eastern Names Kelle

John J. Kelle, Inc., general insurance agency of Brooklyn and New York City, has been appointed general agent by Eastern Life. The life department will be under the direction and supervision of Agency Manager Gerard J. Donnelly, assisted by Ronald P. Johannes.

Savings in Insurance Hits Peak

Savings in the form of insurance totaled \$8.3 billion in 1953, including \$5.1 billion in private insurance, the securities and exchange commission reports. Equity in government insurance and pension reserves rose \$3.2 billion, compared with a 1952 increase of \$4.4 billion. The lower savings reflects increased numbers of persons receiving benefits, SEC said.

Cameron, Chairman of Home Life, Retires

William J. Cameron, chairman of Home Life, has retired after 37 years with the company. He started in 1917 as an actuarial clerk. He will continue as a director and on the executive committee.

He was honored at two dinners, one by officers and directors, the other by agency managers. At the former President William P. Worthington paid tribute to Mr. Cameron's service and a resolution by the directors was read. Directors presented him a silver pitcher and officers with a silver tray with their signatures.

At the managers' dinner Raymond C. Ellis, New York City manager, and Ray Martin, Champaign, Ill., manager, the company's oldest agency manager in point of service, and Mr. Worthington paid tribute to Mr. Cameron. Representing the agents' association, John J. Coles, manager at Pittsburgh, and Arthur D. Sutherland, manager at Detroit, presented him with a TV set.

Mr. Cameron recently spearheaded the successful effort to modernize expense limitations under section 213 of the New York insurance law.

He started with New York Life and later became deputy insurance commissioner and actuary of North Carolina department. He went with Home Life in 1917 as actuarial clerk. He became assistant actuary later that year, actuary in 1922, vice-president in 1929 and a director in 1930. He was elected executive vice-president in 1942, president in 1950 and chairman in 1953.

He introduced IBM facilities to Home Life, making it one of the first companies to use such equipment. He played an important part in developing the company's incentive salary plan, retirement plan, preferred whole life policy, family income benefits and many others. He established a college recruiting program and was active in organizing the group department in 1949.

He has been a director of Life Insurance Assn., is a fellow of Society of Actuaries and served as a director of Life Insurance Guaranty Corp. He served on many important industry committees including that which developed the practical application of mortality tables adopted as a result of the Guertin legislation.

Meyer Goldstein Resigns

Meyer M. Goldstein has resigned as manager of Equitable Society in New York City, effective June 1, to devote his full time to Pension Planning Co., consulting firm, which he founded and of which he is executive director.

The firm does work in pensions and profit-sharing plans, as well as assisting employers with groups plans in life insurance, hospitalization, surgical and medical coverages.

Z. P. King Resigns as V-P

Z. P. King has resigned as vice-president of National Equity Life, effective May 15. He entered insurance with Southland Life in 1949 and in 1951 became manager at Little Rock. Mr. King joined National Equity in 1953 to head the savings and loan department. He has not disclosed his future plans.

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'53 New Business, Life in Force Shown for Ohio

All figures are for ordinary unless designated (G) for group or (I) for industrial. New business figures include business revived and increased, as well as new business paid for.

OHIO COMPANIES

	\$	\$
Central Assur. Co.	1,142,588	5,589,983
(G)	24,000	248,000
(I)	162,000	105,000
Columbus Mutual	20,741,169	175,476,783
Credit Life	21,981,113	15,094,654
(G)	25,345,567	21,131,975
Dunbar	1,190,505	2,865,469
(I)	4,021,643	6,557,534
Eagles' National	426,029	1,552,185
Farm Bureau	40,894,096	193,496,428
(G)	14,884,705	33,877,228
Midland Mutual	16,090,731	149,295,081
(G)	116,000	879,500
Nat. Masonic Prov.	323,000	1,277,939
Ohio National	18,285,095	119,810,158
(G)	176,853	1,396,793
Ohio State	17,111,800	146,614,549
(G)	91,000	2,826,430
Union Central	16,732,740	171,351,641
(G)	20,205,061	29,559,188
Western & So.	43,540,003	517,400,746
(G)	1,379,667	15,101,872
(I)	62,806,636	581,528,647

OTHER STATE COMPANIES

Acacia	9,575,806	117,579,952
Aetna Life	27,297,795	195,039,730
(G)	138,164,471	926,113,270
Am. Home, D. C. (I) ..	619,239	1,215,110
Amer. L. & A.	35,205,393	70,279,334
(I)	3,993,236	23,135,404
Amer. Nat'l.	500	20,000
(G)	1,000	1,000
Amer. Republic	4,224,453	37,305,961
(I)	1	2,420,015
Atlanta Life	521,434	3,568,174
(I)	2,174,713	8,736,385
Baltimore Life		530,578
(I)		338,349
Bankers L. & C.	21,568,240	28,816,814
(G)	547,000	919,000
(I)	217,752	
Bankers' Life, Ia.	6,034,849	74,855,071
(G)	3,990,146	24,936,103
Bankers Life, Neb.	3,206,839	16,343,406
Bankers Nat'l.	2,022,180	9,752,102
Bankers Security	281,478	270,519
(G)	4,187,176	2,484,762
Beneficial Standard ..	118,564	163,450
Ben. Assn. Ry. Emp.	579,163	1,966,561
(G)	5,461,506	9,850,000
Berkshire	3,049,788	26,280,781
Business Men's	4,844,032	21,936,448
(G)	341,250	1,098,250
Central Life, Ia.	4,249,629	25,140,434
Central Standard	3,499,026	26,709,676
(I)	8,587,849	22,611,170
College Life	1,974,610	9,115,810
Columbian Nat'l.	3,163,755	8,769,450
(G)	457,935	1,739,500
Commonwealth L. & A.	355,445	748,719
(G)	18,000	47,500
(I)	12,536,875	9,488,127
Commonwealth Life ..	11,097,817	57,961,596
(I)	7,371,535	17,431,488
Conn. General	22,830,218	149,450,198
(G)	13,869,899	121,802,536
Conn. Mutual	24,593,221	192,017,980
Continental Amer.	18,637	1,600,957
Continental Assur.	10,872,649	64,588,437
(G)	26,030,890	86,302,753
Cuna Mutual	211,852	695,401
(G)	17,468,463	69,999,433
Domestic L. & A.	265,000	2,172,097
(I)	3,567,686	13,075,686
Empire State Mut.	2,000	185,166
(I)		1,000
Equitable Society	46,457,062	429,405,341
(G)	106,418,786	989,581,818
Equitable, D. C.	12,051,527	68,316,333
(I)	10,014,664	57,480,884
Equitable, Iowa	9,156,948	122,985,493
Expressmen's Mutual ..	429,232	4,113,027
Farmers Life, Ia.	585,012	2,405,054
Farmers & Traders	4,684,866	32,775,201
Federal Life, Ill.	335,916	1,761,468
Federal L. & C.	274,802	1,058,405
Fidelity H. & A. Mut.	24,250	90,500
Fidelity Mutual	3,365,645	33,476,944
Franklin Life	9,245,545	38,997,217
General Amer.	2,134,600	13,534,955
(G)	2,927,717	22,696,948
Great Lakes Mut.	413,000	445,000
(G)	16,000	12,000
(I)	2,569,700	2,240,200
Guarantee Mutual	1,117,978	9,742,112
Guarantee Reserve	795,273	2,236,012
Guardian Life	3,946,359	31,945,908
(G)	18,000	63,000
Home Life, N. Y.	3,380,813	30,135,248
(G)	1,119,480	9,778,480
Independence L. & A.	17,500	20,000
Indianapolis Life	3,298,609	26,910,815
Inter-Ocean	546,079	1,693,322
(G)		954,000
(I)	3,360,550	5,601,000
Jefferson National	2,140,922	9,330,590
Jefferson Standard	3,564,708	16,721,285
John Hancock	56,104,701	456,891,208
(G)	40,564,288	203,158,662
(I)	15,156,494	117,935,058
Kansas City Life	3,835,869	24,728,794
Ky. Central L. & A.	1,096,318	5,912,315
(I)	16,370,590	27,835,792

Kentucky Home	1,228,653	9,098,308	Michigan Life	403,513	2,729,857	N. E. Mutual	22,910,731	201,019,750
(G)	6,000	1,176,000	(G)	111,608	291,036	(G)	2,446,500	2,420,000
Knights Life	162,453	897,534	Midwestern United ..	1,082,138	1,090,595	New York Life	54,547,642	535,944,594
(I)	544,306	1,645,171	Minnesota Mutual	2,200,539	20,657,770	(G)	10,750,100	16,746,194
Lafayette Life	4,809,463	15,727,699	(G)	402,000	1,762,500	N. A. Accident, Ill. ..	1,690,249	7,515,001
Life of Virginia	11,521,366	57,665,874	Monumental Life	12,920,546	98,539,371	N. A. Life, Ill.	2,493,821	21,215,345
(G)	316,500	1,167,760	Monarch Life	1,010,529	7,337,683	N. A. Reassurance	4,595,700	21,458,700
(I)	8,976,174	62,874,780	(G)	226,900	268,400	Northern, Wash.	368,064	1,002,700
Lincoln National	52,448,466	371,445,727	(I)	9,543,895	85,913,379	N. W. Mutual	42,943,180	565,533,467
(G)	11,982,288	35,892,384	Mutual Benefit Life ..	31,985,616	313,747,715	N. W. National	5,746,352	50,841,957
Loyal Protective	425,295	2,797,596	Mutual Life N. Y.	23,932,687	248,439,729	(G)	25,200,864	11,988,206
(G)	96,000	172,000	(G)	199,123	199,123	Old Republic Credit ..	27,603,902	34,179,659
Lutheran Mut.	3,825,636	42,308,392	Mutual Savings, Mo.	387,033	542,066	(G)	116,443	66,988
Mammoth L. & A.	805,800	1,046,000	Mutual Trust	2,125,009	22,175,900	Old Equity	2,182,000	1,651,500
(I)	3,489,006	7,798,924	Nat'l. A. & H. Pa. ..(I)	513,937	432,086	Old Line Life	289,283	3,218,132
Manhattan Life	1,942,944	8,425,423	Nat'l. Guardian	371,414	3,069,328	Old Republic Credit ..	27,603,902	34,179,659
Mass. Mutual	24,538,154	243,061,234	Nat'l. Home, Mo.	23,500	24,750	(G)	116,443	66,988
(G)	3,943,532	15,492,131	Nat'l. L. & A.	26,501,049	135,473,538	Pacific Mutual	9,772,627	94,549,083
Metropolitan	107,734,461	1,254,572,702	(I)	1,738,500	4,067,500	(G)	8,564,511	20,143,020
(G)	270,129,437	1,671,050,408	Nat'l. Life, Vt.	57,556,452	208,464,778	Pan-American	2,655,666	9,430,420
(I)	36,641,460	583,274,418		6,224,607	95,580,529			

(CONTINUED ON PAGE 22)

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MR. AGENCY BUILDER:—

You'll never know what Fortune your Future holds until You see
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Members of Our Million Dollar Round Table

Indianapolis Life takes unusual pride this year in having five of its representatives members of the Million Dollar Round Table. For them it's an honor well earned... for our company—a mark of distinction.

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INSURANCE COMPANY

Mutual—Established 1905

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AGENCY OPPORTUNITIES in Illinois, Indiana, Iowa, Ohio, Michigan, Minnesota, North Dakota, Texas

BBB Heartened at Early Response to Regional Financing

SAN FRANCISCO—The Assn. of Better Business Bureaus will continue to cooperate with the insurance business rather than having to give up because of lack of financial support from the industry, President Victor H. Nyborg reported at the association's annual conference here.

Mr. Nyborg said that although it is too early to judge the eventual results, the early responses "are encouraging and indicate approval" of the newly adopted plan under which insurers can contribute regionally rather than nationally, thereby enabling them to give their support to the bureaus in states where their companies are licensed.

Last November the association wrote to some 450 insurance executives asking their reactions to a possible withdrawal of BBB insurance activities because of lack of financial support. Mr. Nyborg said the replies were almost unanimous in expressing appreciation for the work the bureaus are doing but there was considerable reluctance to supporting a national fund. This resulted in the recently announced regional plan of subscribing.

Mr. Nyborg said there are a few companies that still feel that the bureaus are trying to superimpose a policing authority on the insurance industry but actually "we serve only in the area of assisting industry in its own self-regulation."

Peoria Favors Chicago as Site for New NALU Home

Peoria Assn. of Life Underwriters, at a meeting attended by 133 members, voted unanimously in favor of Chicago as the site for the new home of NALU. Not all voters indicated second and third choices, though Washington led by a wide margin as the second preference.

Speaker was Alden Palmer of Insurance R. & R.

1953 Goes Down as Year of Records for Lafayette

Last year was one of sales records in nearly every category for Lafayette Life. Sales for each of the 12 months were at new highs for any previous corresponding month. Total new sales gained 59%, compared with an average gain of 15% for the entire insurance business.

Among other milestones, the company passed the \$100 million of insurance in force mark, entered four additional states, bringing to 11 the number in which it operates, and had the largest increase in assets for any year, the gain of \$1,911,157 bringing the total to \$21,780,331. Surplus rose 16% to a new high of \$2,129,389. Average interest yield earned was 3.36% the highest since 1944, and 93.8% of the company's bond holdings are rated "A" or better.

Has New Policy Form for Owner Who Isn't Insured

A new owner policy form, designed for issuance to an owner who is other than the person insured, has been developed by Northwestern Mutual Life. Heretofore, insurance of this type was issued on the company's regular personal policy form, with qualifying amendments. However, the rapid increase within the last few years in insurance owned other than by the insured has made necessary a complete revision and simplification of

the form, including a more explicit statement of the rights of the owner.

Most unique feature of the new form and one that is said to be exclusive with the Northwestern is its provision giving the owner the right, within 60 days after the insured's death, to change beneficiary designations and rearrange methods of settlement.

The form is flexible and will apply to corporation and partnership purchases, for cross-purchases by associates-in-business, for insurance applied for by one spouse on the life of the other, and for juvenile insurance purchased by parents, grand-parents, guardians, or trustees, etc.

Templeton to Ore., Miner to N. J. for Penn Mutual

Penn Mutual has appointed as general agents W. Wayne Templeton at Portland, Ore., and Thomas M. Miner at Trenton, N. J., succeeding Linton Erbland and Donald L. Ward, respectively.

An army veteran, Mr. Templeton joined the company at Spokane in 1949, was named agency supervisor in 1952 and in 1953 was chosen for home office general agent training. He is a past director of Spokane Life Underwriters Assn.

Mr. Miner joined the company in New York City in 1946 and in 1952 was named assistant general agent. He is a navy veteran.

Ease Pacific Mutual Rules on Aviation Underwriting

Pacific Mutual Life has liberalized aviation underwriting regulations and now offers full coverage on all plans except preferred life at 85 and income security (a decreasing term).

The company has increased from \$25,000 to \$50,000 the total that will be issued to commercial pilots and crew members on scheduled airliners or company-owned planes with comparable maintenance service, and for non-commercial pilots with 100 or more solo hours. For non-commercial pilots with more than 1,000 solo hours, the extra rating has been reduced from \$5 to \$3 per \$1,000.

Hold Minnesota A&H Meet

MINNEAPOLIS—"Our Best Public Relations Weapon" is the topic of an address which William G. Coursey, managing director, International Assn. of A&H Underwriters, is giving at the annual Minnesota all-state A&H sales congress May 7.

Other speakers will be Orris Johnson, Prudential Life, Mankato, on "Both Hands"; Carl Ernst, St. Paul, on legislative trends; and Robert L. McMillon, Business Men's Assurance, Abilene, Tex. Commissioner Sheehan of Minnesota is the luncheon speaker.

New Cal. Disability Insurer

California Physicians Ins. Corp. of San Francisco has been licensed by the California department. Stock of the company is to be sold to California Physicians Service, a non-profit California organization which will enable the insurer to supplement benefits it now offers with disability coverage. Capital is \$200,000 with a like amount of surplus. K. L. Hamman is president.

United, Ill., to Build in Cal.

United of Chicago is erecting a western home office at Wilshire boulevard and Norton street, Los Angeles. The \$1 million building will contain 59,000 square feet of floor space on four floors and a full basement.

• Ted R. Dempsey has become a partner in the Wilson-Welch & Co. agency at Dallas and will head its new life department.

Pan-American Life Fills Three Posts

NEW ORLEANS—Pan-American Life has elected Dr. Edmond Souchon



Dr. Reynold C. Voss

II a director to fill out the unexpired term of his father, the late Dr. Marion Souchon, and also named him to the executive committee. Dr. Reynold C. Voss, vice-president, was appointed medical director and vice-chairman of the underwriting committee, and Lloyd E. Gross was promoted to the newly created post of manager of operations analysis.

Dr. Souchon has practiced surgery and obstetrics in New Orleans for many years. He obtained his medical and academic degrees from Loyola University at Chicago and is a life fellow of the American and international colleges of surgeons. He has been a Pan-American medical examiner since 1925. His father was a founder of Pan-American and was vice-president and medical director until his recent death.

Dr. Voss was named assistant medical examiner in 1923, after having been a medical examiner two years. He became associate medical director in 1945 and vice-president as well in 1951. He received his medical degree at Tulane and served as American Life Convention Medical Section chairman in 1948. He is a veteran of the first world war.

Mr. Gross joined Pan-American in 1949 as supervisor of the machine accounting department. Among his previous position was chief accountant of Delta Shipbuilding Co. He is a veteran of the second war. He is vice-president of the New Orleans Machine Accountants' Assn.

North American Accident Names 2 General Agents

North American Accident of Chicago has appointed Clifford J. Potts and Peter DeShan general agents at Cincinnati and Philadelphia, respectively.

Mr. Potts has had previous insurance experience in Wisconsin, Mississippi and Georgia.

Mr. DeShan once worked with his father, a general agent for North American at Wilmington, Del. He is a navy veteran.

Pacific Mutual Doubles Premium Waiver Limits

Pacific Mutual has increased by 100% the total amount of insurance on which premium waiver benefits will be issued for men. The new limit will permit extension of premium waiver benefits on \$200,000 face amount of insurance. The total of annual premiums which may be waived also has been doubled to \$8,000, exclusive of the premiums for the waiver benefit itself.

To Tour California

Headed by Edmund Fitzgerald, president, the finance committee of Northwestern Mutual Life will make a one-week tour of California, arriving in Los Angeles May 9.

"We've been so impressed with the state's development," said Mr. Fitzgerald, "we thought it advisable to make a first-hand inspection of the properties and areas we've helped build. Our mortgage loan account in

California has more than quintupled in the last five years, now exceeding \$257 million—which makes it our largest and fastest-growing state in mortgage investments."

John Mage, general agent at Los Angeles, will hold a reception for the committee May 10 at the California Club in Los Angeles.

• "Changes in Our Business as the Result of the New Tax Laws" was the subject of a talk by Stuart E. White, CPA and lawyer, at a meeting of the St. Louis Life General Agents & Managers Assn.

Hikes Single Premium Limits

Maximum single premium for single premium life and endowment policies written by Occidental Life of California has been increased from \$25,000 to \$100,000 purchased on any one life during a 12-month period. Limits on other plans remain unchanged.

\$75,000 for Inquiry

The labor and public welfare committee of the Senate has been granted \$75,000 by the Senate to investigate union health, welfare and pension plans.

Cuban Agents on N. Y. Trip

A delegation of 30 agents and managers of La Metropolitana of Cuba, winners of volume awards for 1953, are being entertained in New York City. Gustavo Godoy, executive vice-president of the life insurance operations of Compania Godoy-Sayan, Havana, heads the group. Ultramar Inter-America Corp., of which Mr. Godoy is president, is host to the group in New York City.

• Austin Life Managers Club at its April meeting heard a talk on "Estate Planning" by Roe Owens, attorney.

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B.A.R.E. OFFERS

NEW BENEFITS

for 150,000,000 Prospects

New, big benefit policies for everyone!

Not just groups... not just railroaders.

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Benefit Association is licensed in 44 states

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Now you can be *first in the field*—first to represent the Benefit Association of Railway Employees with its *first* policies planned to protect *every* American

family! *Never* before has Benefit Association *opened* its doors to general agents... *with* a program designed for company expansion and agency profits:

NEW 1954 policies... H&A lifetime coverage with two-year nonconfining sickness... low-cost professional men's H&A... big new hospital-surgical coverage... modern, top-value life policies!

NEW leads Hundreds of thousands of prospect names—satisfied Benefit Association policyholders... plus continuing lead-producing programs.

NEW commission schedules

Better than any we've seen!

VESTED RENEWALS!

Most liberal contract in the business!

B.A.R.E. is out to establish itself in this new field—and to build fast and big on the firm foundation of 41 years. If you can build and train a sales team, this is your opportunity to make 1954 the year that starts your big, permanent, successful agency!

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*INSURANCE IN FORCE

No. 4 in a series of
father-son combinations
in the
Modern Woodmen
Agency Force.



HENRY A. BROOKS

Henry Brooks, Lansing, Michigan, has kept Michigan in the 1-2-3 production bracket since becoming State Manager late in 1947, finishing first in volume and second in Premium Income in 1953. Joining the Agency Force as a District Manager in 1934—four years in Minnesota and eight years in Iowa—Henry consistently placed among the Society's top 20 producers each year until accepting the State Managership of Colorado and Southeastern Wyoming in 1946. His success in the latter post gained him the Michigan appointment.

THE BROOKS OF MICHIGAN

JACK D. BROOKS

Jack Brooks, Coldwater, Michigan, who has been with the Agency force for just a little over a year, is now among the Society's 50 leading District Managers both in volume and Premium Income. Jack began his Modern Woodmen career as a District Agent in 1952, and was promoted to a District Managership in charge of the Coldwater area the following year. Gaining a thorough knowledge of the work under the capable tutelage of his State Manager father, Jack is maintaining membership in the App-A-Week club, and produces a good class of business.



Univac, Electronic Brain, Checks in at Metropolitan

Metropolitan has moved into its home office at New York City the giant machine called Univac, the electronic data processing system which automatically performs long sequences of arithmetical and logical processes at lightning speed. Installation is expected to take several weeks.

This makes Metropolitan the first company in the industry actually to acquire the machine, which has basic speeds for typical operations per second of 1,905 additions, or subtractions, 465 multiplications, 257 divisions and 2,740 comparisons. It is manufactured by Remington Rand.

The present installation will deal with assembling and analyzing actuarial statistics arising from the millions of transactions involving the company's policyholders. Procedures for employment of the machine already have been set up by the company and the central computer will be operated on two shifts for five days a week the moment it is ready.

Oakland-East Bay Units to Hold Forum May 20

Oakland-East Bay Life Underwriters Assn. and the Oakland CLU chapter will hold a forum on "Maintenance of Income" May 20 in Berkeley. Kergie Moore, Pacific Mutual, is general chairman.

Charles J. Frisbie, New England Mutual, Seattle, and Rev. Robert E. Richards of Long Beach, former Olympic athlete, will be speakers. Panels will be moderated by three Oakland men, L. W. Hicks, State Farm, Alvin E. Thomas, Prudential, and Robert L. Erickson, New York Life; and by Raymond A. Ebbage, Bankers Life of Nebraska, Stockton, and David K. Gilmore, East Bay attorney.

Wisconsin National Life Boosts Non-Medical Limits

Wisconsin National Life has increased its non-medical limits and now will write up to \$4,000 non-medically under the 5, 10 and 15-year term plans for adult males and single self-supporting females under age 35 and for children. Limits for the same

classes of policyholders under all other plans are: 0-9, \$5,000; 10-35, \$7,500; 36-40, \$3,500; 41-45, \$1,000. Under all plans except term, the company will write up to \$2,500 for married, widowed, and divorced women to age 40.

When the above limits are reached, an applicant must be medically examined the next time he applies for insurance regardless of the amount. After such an examination, however, he may apply for additional insurance on a non-medical basis up to the limits listed above. Risks ratable for occupation involving accident hazards only and for aviation where the extra premium does not exceed \$5 per \$1,000 also will be considered on a non-medical basis.

American National Has Two New Region Chiefs

American National has appointed Clarence W. Ambrose and Gerald K. Fleenor as directors of agencies for two new regional divisions in the southeast.

Mr. Ambrose, with the company since 1922, has been manager at Gal-



C. W. Ambrose



G. K. Fleenor

veston. He will supervise Alabama, Georgia, Florida, North Carolina and the District of Columbia, with offices at Atlanta.

Mr. Fleenor, who joined the company in 1933, has been Wichita manager. He will have headquarters at Birmingham, supervising Mississippi, Tennessee, Kentucky and Louisiana, except Lake Charles.

Activity in Congress

WASHINGTON—American Medical Assn. has gone on record in favor of allowing the taxpayer to deduct medical expenses in excess of 3% of adjusted gross income instead of the present 5% and include prepaid health insurance premiums as part of medical expenses for tax purposes.

The senate health subcommittee has concluded hearings on health reinsurance legislation and recessed subject to call. Senators Bush and Dirksen testified in support of legislation to improve public health by encouraging more extensive use of the voluntary prepayment plans. Representatives of AFL, CIO, and Americans for Democratic Action urged stronger government health measures.

The house interstate and foreign commerce committee resumed health hearings this week.

Give Life Insurance Data

In 63% of the families interviewed to compile the latest American Home Reader-Consumer Panel Report both the husband and wife were covered by life insurance; in 36.6%, only the men were covered, and in 5.2%, the women had policies. About 18.3% had insurance holdings of more than \$20,000; 10%, \$15,000 to \$19,999; 22.9%, \$10,000 to \$14,999; 26.7%, \$5,000 to \$9,999, and 20.4%, less than \$5,000.

In 90.5% of the cases, the money is intended for general family protection; 14.7%, for children's education; 12.7%, to pay off mortgages, and 20.3%, for retirement.



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WOODMEN
OF AMERICA**

ROCK ISLAND, ILLINOIS
Assets exceed \$182,000,000

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Use Caution in Writing Surplus Lines: MacRae

In handling surplus lines, competitive underwriting is an acute problem, and "we must be ready to compare our underwriting policy with that of the business generally and we must have not only the facts but the ability to present our side of the case with conviction," Earl M. MacRae, New York Life, told Home Office Life Underwriters Assn. at its annual meeting in New York City.

In addition to taking a firm position, he said, "We must rely on our ability to satisfy our agents that our attitude is reasonable. If we are more conservative in certain respects, we should admit it. We should explain to our agents how actions of different companies differ because of variance in the information furnished."

The second problem of surplus business, the hazard in the use of another company's papers, whether in the form of photostats or through use of an outside medical examiner, would be much less serious, according to Mr. MacRae, if all companies insisted, as some companies do, on using only highly qualified examiners on every case where a considerable amount of insurance is involved.

Everyone is familiar with the agent who seems to write nothing but "competitive" business, Mr. MacRae declared, and there also exist agency managers who make a practice of contesting almost every unfavorable underwriting decision.

"In handling surplus line business," he said, "we are often faced with the same problem. Having had some experience with high-pressure salesmanship both in direct and surplus line business, I have concluded that the only way to handle it successfully is to be absolutely firm in holding to your underwriting rules, regardless of the action of other companies."

"In dealing with such agents or agency managers, we can very quickly destroy the confidence we want them to have in our underwriting judgment by 'giving' a little here and a little there and, at the same time, we lose their respect and good will."

Rockford Congress Set

The Northern Illinois sales congress, sponsored each year by Rockford Assn. of Life Underwriters, will be held May 15. Speakers are James E. Ruthenford, vice-president of Prudential's Chicago regional home office; George Severance, Ohio National Life, Chicago, and Donald Ross of *Successful Farming Magazine*. A four-man panel, made up of members of the association's LUTC class, will discuss prospecting and sales approaches.

B. M. A. Has Kan. Meeting

Business Men's Assurance staged a state meeting at Wichita, Kan., with District Supervisors R. M. Price, Wichita; L. L. Kline, Norton, Kan., and A. L. Cunningham, Ponca City, Okla., presiding.

Home office representatives on hand were J. W. Saylor, vice-president of sales; Walter Payne, field service representative; John Bolin, underwriter, and Jim Wavada, sales assistant.

New Cover for Pyramid. Ark.

Pyramid Life of Arkansas has introduced a mortgage protection decreasing term plan for 10, 15 and 20 year mortgages, with premium paying periods of 8, 12 and 16 years, respec-

tively. The plan is sold from ages 20 to 50 (55 on the 10-year plan) and is available with waiver of premium.

In keeping with the expansion program of its credit life department, the maximum policy for Pyramid's loan security coverage has been increased from \$2,500 to \$5,000.

Barrow Heads Tampa Managers

Thomas A. Barrow, American United Life, has been elected president of Tampa Life Managers Assn. Other new officers are Norris Mullendore, vice-president, and Aristo Perez, secretary.

U. S. Life Has Large Gains

U. S. Life's new paid ordinary for the first quarter was up 136% and group and A&H premiums were up 350% and 143%, respectively. Leading agencies to date are Dascit Underwriters and the McGrath agency, both of New York City.

Stage Campaign for Huehl

A goal of \$5,500,000, the largest ever, has been established for the annual Indianapolis Life campaign honoring President Walter H. Huehl. The five-week campaign extends through May 31.

General American Tops Record

General American Life's March production campaign set a company record for that month for new ordinary life and A&H, with the \$11,153,363 written marking a 13% increase over March, 1953. Fifty-eight agents submitted more than \$50,000 each.

LOOK AT THIS FOR LOW COST!

SELECT ORDINARY INSURANCE

\$5,000 Policy Illustrations — Age 35

Effective May 1, 1954. Minimum sum insured \$3,000.

Disability Waiver of Premiums also available at new low cost.

	LIFE PAID UP AT AGE 85	20 YEAR PAYMENT LIFE	20 YEAR ENDOWMENT	AGE 65 PERSONAL SECURITY (c)
ANNUAL PREMIUM	\$ 138.95	\$ 196.45	\$ 258.75	\$ 178.10
20 YEAR SUMMARY (a)				
Premiums	2,779.00	3,929.00	5,175.00	3,562.00
Accumulated Dividends (b)	1,087.40	1,216.30	1,271.95	1,147.45
Cash Value	1,866.35	3,308.45	5,000.00	2,890.20
Return over Cost if Surrendered	174.75	595.75	1,096.95	475.65
20 Year Average Return over Cost per \$1,000	1.75	5.96	10.97	4.76

(a) Figures involving dividends apply to policies issued on or after May 1, 1954 and are not guaranteed but are merely illustrations based upon current experience.

(b) Accumulated dividends (including settlement dividend payable only upon surrender).

(c) Endowment maturing at age 65.

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John Hancock
MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS

A. J. Marling, D. C. Elliott in Great-West Life Changes

Great-West Life has appointed A. J. Marling, former manager of the Montreal central branch, as manager of the enlarged southeastern Ontario branch in Kingston, and Donald C. Elliott, former manager of the Kingston branch, as agency assistant at the head office.

Mr. Elliott joined Great-West at Kingston in 1950, becoming supervisor

the following year and manager in 1953. Montreal central manager since 1946, Mr. Marling joined the company in 1934 at Victoria.

Fox Valley Club Meets

Fox Valley Insurance Club, composed of office and supervisory personnel of 10 life companies domiciled in Appleton, Oshkosh, Neenah, Madison and Milwaukee, met in the latter city with Old Line Life the host.



A Year of Record Achievement

for

The UNION LABOR LIFE Insurance Company

200 East 70th Street, New York 21, N. Y.

Matthew Woll, President

CONDENSED STATEMENT OF FINANCIAL CONDITION

As of December 31, 1953

ASSETS			OBLIGATIONS		
Cash and Bank		%	Statutory Policy		%
Deposits	\$ 1,199,274	5.9	Reserves	\$10,819,257	53.4
Bonds	8,710,754	43.0	Reserve for Policy		
Stocks—(cumulative- preferred)	607,350	3.0	Dividends	1,178,191	5.8
Mortgages on			Policy proceeds and		
Real Estate	7,062,598	34.9	Dividends Left with		
Loans to Policyholders ..	267,329	1.3	Company	423,405	2.1
Shares of Insured			All Other Liabilities ..	3,294,734	16.3
Savings & Loan			Contingency Reserve		
Associations	640,000	3.2	for Group Life		
Premium deferred and			Insurance	1,216,000	6.0
now being collected ..	1,644,331	8.1	Other Contingency		
Accrued interest and			Reserves	500,000	2.5
other assets	114,206	0.6	Security Valuation		
			Reserves	280,000	1.4
			Capital Paid-Up	875,000	4.3
			Unassigned Surplus ..	1,659,255	8.2
Total Assets	\$20,245,842	100.0	Total Obligations	\$20,245,842	100.0
Total Insurance in Force			Total Insurance Paid-For in 1953		
Individual	\$ 37,283,251		Individual	\$ 3,656,799	
Group	503,030,067		Group	176,084,661	
Total	\$540,313,318		Total	\$179,741,460	
Total Insurance Paid to Living Policyholders			\$10,999,278		
Total Insurance Paid to Beneficiaries			4,152,698		
Total Insurance Paid to Policyholders and Beneficiaries			\$15,151,976		

COMPARISON OF GROWTH (One Year and Ten Year Figures)

Year	Assets	Capital and Surplus	New Business	Insurance in Force
1943	\$ 4,675,263	\$1,139,328	\$ 2,597,353	\$ 84,973,410
1952	17,475,230	2,382,142	58,929,845	405,776,233
1953	20,245,842	2,534,255	101,822,030	540,313,318

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WILLIAM J. ALEXANDER, PRESIDENT

Berkshire Honors Chairman, President

Directors, officers and general agents of Berkshire Life gathered in Pittsfield last week to honor newly elected Chairman Harrison L. Amber and President W. Rankin Furey, whose sons also joined in the dinner celebration.

Speakers who paid tribute to the two executives included Gardner F. Knight, vice-president and actuary, toastmaster; James E. Bettis, president of Berkshire's general agents association; John W. Talbot, president of the company's agents association; Walter H. Boireau, Boston, and S. Samuel Wolfson, New York City, general agents for 25 years; and Winthrop M. Crane, Jr., senior director in years of service.

After Mr. Amber responded with expressions of thanks, he presented Mr. Furey with a gavel as a symbol of the transfer of authority and responsibilities of the presidency. Mr. Furey said that no prior president of Berkshire had taken over the administration of its affairs when the company was so strong and prosperous.

McCusker to Head N. Y.

Life's New Texas Office

New York Life has appointed J. Tom McCusker manager of its new branch office in Corpus Christi, with headquarters at 401 Shoreline boulevard. He joined the company in Montana in 1934 and has been an agent at Boseman, Mont., for nearly 20 years. An army veteran, he helped found the Boseman chamber of commerce. Richard B. Kidwell, formerly assistant cashier at San Antonio, has been named cashier.

Continental American Opens Two Agencies

Continental American Life has appointed Leonard E. Davis and John E. Banks to head its new general agencies in Poughkeepsie, N. Y., and Jacksonville, Fla., respectively.

A CPA, Mr. Davis has had experience in the development of group welfare plans. Mr. Banks has had 23 years experience in life insurance, 21 of which have been in managerial work.

A&H Men to Hear Maloney

Commissioner Maloney will talk at the May 12 meeting of the A&H Insurance Managers Assn. of San Francisco. The association is planning a "Play Day" May 28 at the California Golf Club.

Life Supervisors to Elect

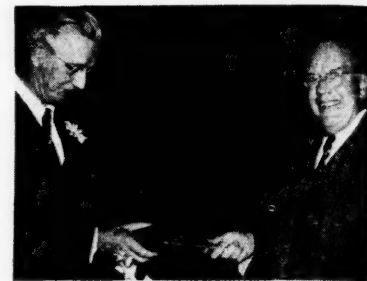
Life Supervisors' Assn. of New York City will elect officers at its next meeting, May 11 at Hotel Martinique. Also on the program is a discussion of the proposed A&H plan for the association.

Show Hospital Income Sources

Figures revealing the extent to which hospital income depends on commercial insurance benefits were reported recently by Methodist hospital, Indianapolis.

The hospital received more than \$2 million from health policies in 1953, but only 29% of its income was from Blue Cross.

Beneficial Standard Life of Los Angeles has been licensed in Delaware. The company now is entered in 30 states, Hawaii and Alaska.



Harrison L. Amber, new chairman of Berkshire Life, presents gavel to W. Rankin Furey, newly elected president.

Kansas Agents Choose Hoener President

John V. Coe, Massachusetts Mutual, Wichita, was elected president of Kansas Assn. of Life Underwriters at its annual meeting and sales congress in Salina. He succeeds Ralph Willcott, Business Men's Assurance, Chanute. Grant Hoener, New York Life, Great Bend, was named 1st vice-president; Corlett J. Coffon, Northwestern Mutual, Lawrence, 2nd vice-president; and Cecil N. Peterson, Union Central, Topeka, 3rd vice-president. Martin G. Miller, Mutual of New York, Topeka, was reelected secretary.

Membership of the Concordia association was approved, making it the most recent affiliate. A luncheon meeting of Kansas Leaders Round Table was held the first day, and that evening there was dancing.

A welcome from Mayor Wenger touched off the sales congress. How to use referred leads was the topic of an all Topeka panel consisting of Charles Johnson, Prudential; Otto Schnellbacher, American United Life; Vince Rocereto, American Home Life; Harold Pottorf, Penn Mutual Life; Herb Langsdorf, Jr., New England Mutual, and William Belden, Franklin Life, the moderator.

In qualifying a prospect, the panelists agreed that it is important to get as much information as possible as to family, occupation, income and age before making an appointment. If agreeable with the referrer, it was suggested his name be used. Uses of direct mail also were discussed.

Harry J. Syphus, general agent of Beneficial Life at Salt Lake City, urged his listeners to keep accurate and complete records if they intend to stay in the business. He termed "age change" the most neglected opportunity to increase production.

Margaret A. Willour, New York Life, Oklahoma City, told how she left a nursing career to become a life agent. A. Jack Nussbaum, Massachusetts Mutual Milwaukee agent who is a candidate for secretary of NALU, observed that if every agent knew as much about life insurance as he does about his hobby there would be no failures in the business.

Robert Ellis, General American, Salina, headed the sales congress committee.

Sheridan, Wyo., Agencies Merge

Williams & Bridgeford and James E. Moore agencies at Sheridan, Wyo. have been merged under the name of Bridgeford-Moore. The Williams & Bridgeford agency formerly was C. V. Davis & Co. which was founded in 1908. Bruce Bridgeford has been in insurance for 25 years, traveling for 17 years for North America before entering local agency work at Sheridan in 1946.

Conger Life Changing Contracts

Conger Life of Miami is changing its industrial contracts to the 1941 standard industrial basis.

Actuaries Plan Research At Eastern Spring Meeting

(CONTINUED FROM PAGE 1)

downward trends in interest rates in all forms of investment make it desirable not to assume a rate of more than 2½% in constructing non-participating premiums.

Advantages of special policies for females, according to J. E. Morrison of Great-West Life, include recognition that female mortality can be given a lower rate, and a lower average policy with resulting differences in unit costs between male and female risks. Greater mortality margins are required to offset higher unit expenses resulting from lower average size policy.

Mr. Phillips does not feel it would be wise to have special rates for females, particularly since the present tendency is to broaden the groups of lives insured to simplify administrative problems.

E. A. Rode of Prudential said his company had constructed a series of experience premiums for females including waiver of premium and when all factors were taken into consideration the premiums tended to be higher than those for males and females combined. Special rates are necessary for income endowment policies but it is probably more desirable to make certain approximations to differentiate between male and female mortality, rather than have special premiums.

Most of Home Life's problems in complicated settlement agreements arise from agents of other companies, Guy Pickering said. Future problems may arise because agents do not properly interpret insured's desires. There is considerable expense to revising agreements as insured's status changes. It is a problem to provide for losses on liberal settlement options designed in the past and properly to assess such costs for dividend purposes and in the light of reinsurance agreements.

Mr. Hennigsen discussed problems of using settlement options for payees other than natural persons. A survey of 15 leading companies revealed that two years is often allowed trustees, administrators and corporations under an interest option or fixed period payment. Designation of a natural person in addition enables the company to apply the balance of proceeds under the option at the proper time.

Robert Duncan of Teachers Insurance & Annuity said that one-fourth of all current members had decided in favor of coverage under the College Retirement Equities Fund, which is affiliated with Teachers.

M. Albert Linton of Provident Mutual thinks the companies must not throw overboard the important feature that their policy values are guaranteed, unlike those of investment trusts. Average return is misleading in that it depends more on an individual's circumstances. If he is forced to surrender his investment stock in times of depressed prices the results might be disastrous though the average record is still good. If a way could be worked out to take care of serious fluctuations in stock market prices in life company statements, he would favor allowing investment of 20 to 25% in stocks.

Harold Lawson of National Life of Canada said insurers should not be concerned about current public interest in stocks; it crops up in every period of high stock prices. In 1929 actuaries were discussing this prob-

lem just as they are today.

Robert J. Myers, actuary of Social Security Administration, has made some test calculations based on Blue Cross and Blue Shield experience to project a rate for government A&H reinsurance and secured a result about like Blue Cross-Blue Shield rates.

J. S. Thompson, Jr., of New York Life said major medical expense coverage is going on about one-eighth of all sickness and accident contracts in his company.

J. Coleman of Blue Shield said currently about one-third of group policyholders convert to individual A&S when leaving the group. There is a heavy anti-selection with female risks, he said. D. G. Scott of Continental Assurance reported a heavy claim ratio on group conversions in his company.

New papers were presented, on minimum statutory nonforfeiture values for retirement annuity contracts by J. M. Boormeester of John Hancock, Prudential mortality experience by sex by E. A. Rode of that company, measure of actuarial soundness in a pension plan of the railroad retirement type by A. M. Niessen of Railroad Retirement Board, some 3½% commutation columns A-1949 table by J. G. Fletcher of Department of Labor, Canada, comments on the formula for the L-function in a special mortality table eliminating a given cause of death by T. N. E. Greville of Public Health Service, joint and survivor annuities for the uniformed services by Mr. Myers, E. H. Friend of Prudential, now on military leave with the navy, and F. E. Holberton, the ELAS life income mortality table by Harry Walker of Equitable Society, surgical and medical insurance by A. Blue Shield plan by A. Hunter and J. H. Coleman, a general method of calculating experience net extra premiums based on the standard net amount at risk by M. W. Shur of New York Life, and monetary values for ordinary disability benefits based on period 2 of the Society's 1952 disability report at 2½ interest by M. R. Cueto of New York Life.

• New York Life's new branch office at Arlington, Va., of which Charles L. Gibbs is manager and Elmer J. Wurst is cashier, held an open house which county officials and visitors attended.

Agree Manager is Key Man At LIAMA Conference

(CONTINUED FROM PAGE 1)

said the best test is operation under actual conditions, and therefore assistant managers in his company are observed during district visits and in schools.

"Training the Manager" had as panel chairman Homer D. Parker, vice-president Commonwealth Life, and these participants: John P. Hennessey, regional manager John Hancock; Marcus Burke, director of home office schools of Commonwealth Life, and Messrs. Saitta and Fort. Mr. Fort described National L. & A.'s formal course in auditing a district office and L.I.A.M.A. schools were credited with a major assist in the managerial training program of many companies.

Charles T. Clayton, vice-president of Liberty National, headed a panel on "Supervising the Manager". Other members were Gordon S. Woolsey, assistant superintendent of agencies of London Life; W. J. Hamrick, agency vice-president Gulf Life; Earl Tramm, 3rd vice-president Metropolitan, and Charles F. Byron, agency supervisor London Life.

Discussion centered around getting the most benefit from a home office man's visit to a district and a manager's visit to the home office. It was agreed that many outside factors, including market potential, must be considered when companies weight the relative importance of districts.

This discussion was resumed the following day with William P. Lynch, 2nd vice-president of Prudential, as moderator and Lloyd A. Brewer, Jr., manager of agencies Equitable Life of D. C., Lee Searcy, director of industrial agencies American National, W. Randolph Toler, assistant vice-president Life of Virginia, and Jose L. Hirsch, vice-president Sun Life of Maryland, as participants.

Frequency, length, and agenda of visits to the district managers were discussed and the major conclusion was that the morale of the district manager should be one of the home office agency adviser's chief concerns if they expect the manager, in turn, to deal sympathetically with the personal

problems of his agents.

All agreed on more frequent visits to the new manager. Mr. Brewer said managers want to know how to attract men, how to handle older men, problem agents and even how to handle assistant managers. They concluded that the home office visitor should provide a sounding board for the manager.

Mr. Hirsch said that visits with an agent or assistant manager in the field enable him to observe candidates for promotion. He later declared, when asked about the problem of the older manager, that there is a lack of receptivity on the part of these men, but said it was important to demonstrate to them that new methods do work. Mr. Toler recommended the practice of asking the advice of the older managers on how to introduce a new idea.

One session was devoted to a presentation of Prudential's managerial selection procedure. An observational interview was demonstrated with Charles A. Waters, director of agencies, in charge. Brent Baxter, director of agencies research, was narrator, and participants included Stanford Y. Smith, L.I.A.M.A. consultant; Donald Bramley, senior consultant, and Messrs. Waters and Phillips.

Date of Missing Soldiers Death Raises Problems

ST. PAUL—North Central Life has asked the county district court to decide to whom the company should pay \$3,000 carried on a soldier who died in Korea. The question hinges on the date of the death of Sergeant Peter V. Todora and also on the death of his wife, Virsha Todora. Todora took out the policy in 1947, naming his wife as the principal beneficiary and his father as contingent beneficiary. In July, 1950, he made his sister the contingent beneficiary. In November of that year he was reported missing in action, but was not declared dead until Feb. 2, 1954. Mrs. Todora, meanwhile, died Jan. 29, 1953.

North Central told the court that Mrs. Todora's estate and the sister and father all are claiming to be the rightful heir.

Advances Hamrick, Castora

A. R. Hamrick, Jr., and Peter P. Castora, agents for Prudential in Dallas, have been promoted to staff managers.

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In-Force Ranking of Life Companies at Year-End Shown

(CONTINUED FROM PAGE 3)

Figures in right hand column include Industrial and group if written			Figures in right hand column include Industrial and group if written		
1954	1953	Total Insurance In Force \$	1954	1953	Total Insurance In Force \$
119	123	Security L. & A. Group 51,667,266	179	Ky. Central L. & A. Industrial 102,258,656	134,738,990
120	116	Home Life, Pa. Industrial Group 2,909,945	180	Provident Life, N. D. Group 214,385	134,167,111
121	118	Ohio State Group 2,912,430	181	Continental, Can. Group 214,385	131,745,817
122	119	Baltimore Life Industrial 132,549,299	182	Sovereign, Canada Group 214,385	128,611,567
123	120	Midland Mutual Group 879,500	183	Presbyterian Min. Group 1,582,857	127,724,816
124	121	Western Life, Mont. Group 68,441,124	184	United Fidelity Group 1,582,857	127,391,764
125	131	Volunteer State Group 23,221,989	185	Girard Life, Texas Group 34,500	125,853,161
126	127	Bankers National, N. J. Group 23,221,989	186	Security Mut., Neb. Group 6,500,000	124,516,201
127	132	Monarch, Mass. Group 6,930,200	187	New World Life Southern, N. C. Industrial 100,392,125	124,325,954
128	128	Monarch, Can. Industrial 132,074,044	188	Peoples, Ind. Group 9,332,526	124,309,491
129	124	Durham, N. C. Industrial Group 2,294,500	190	American L. & A. Industrial 123,098,570	123,535,933
130	126	Boston Mutual Industrial 130,553,043	191	Farmers and Bankers Southern Farm Bur. Alliance Natl., Can. Group 26,319,260	123,193,704
131	130	Savings Bank, N. Y. Group 26,999,000	192	Supreme Liberty Industrial 87,062,912	122,670,496
132	125	Carolina Life Industrial 182,148,661	193	Group 26,319,260	122,667,105
133	129	State, Ind. Group 1,422,924	194	Supreme Liberty Industrial 87,062,912	121,869,007
134	133	Philadelphia Life Group 1,422,924	195	Group 501,789	121,496,918
135	134	Amicable Life Group 415,512	196	United Services Natl. Old Line Victory Life, Kan. Group 501,789	120,610,608
136	160	Ben. Assn. Rlwy. Emp. Group 169,774,592	197	Empire L. & A. Industrial 69,619,445	118,282,311
137	141	Bankers Security, N. Y. Group 174,083,768	198	Group 69,619,445	114,868,625
138	138	Reliable Life, Mo. Industrial 164,079,324	199	North American Acc. Group 10,914,020	113,045,142
139	136	N. Carolina Mut. Industrial 11,845,580	200	Michigan Life Group 61,881,649	112,552,534
140	135	Texas Prudential Industrial 92,906,798	201	Hoosier Farm Bur. Group 6,326,510	112,237,858
141	139	Standard, Ore. Group 8,357,900	202	Wisconsin National Group 429,500	111,004,478
142	137	World Ins., Neb. Group 22,306,756	203	Lincoln Income Industrial 69,338,752	109,348,013
143	143	Federal, Ill. Industrial 3,385	204	Pacific National Group 312,000	105,736,212
144	149	State Capital, N. C. Industrial 24,762,495	205	Lafayette Life Group 1,541,500	104,692,420
145	152	American General Group 6,100,000	206	First National, La. Industrial 95,287,797	104,149,635
146	147	Teachers Ins. & A. Group 160,798,066	207	Equitable, Can. Group 228,000	103,427,038
147	148	Pyramid, N. C. Group 160,798,066	208	Postal Life, N. Y. Group 2,717,817	100,285,673
148	150	Iowa Life Group 758,000	209	American Life, Ala. Industrial 31,245,222	97,690,134
149	142	Peninsular Life Industrial 93,143,221	210	Group 17,341,668	96,827,588
150	140	American Mutual, Ia. Group 3,365,750	211	Laurentian, Canada Group 1,555,500	96,827,588
151	Southern L. & H. Industrial 129,722,429	212	Govt. Personnel Mut. All American Assur. Group 74,562,818	95,148,021
152	N. American, Ill. Group 2,665,590	213	Group 74,562,818	95,031,219
153	Lamar Life, Miss. Industrial 95,659,972	214	Mut. Savings, Ala. Industrial 74,847,841	94,519,419
154	Home Security, N. C. Group 1,181,500	215	Jefferson National Midland National Group 536,400	93,877,914
155	Fidelity Union Group 3,678,510	216	Group 536,400	92,730,135
156	Northern, Canada Group 3,407,098	217	Rio Grande Natl. Industrial 61,533,167	89,877,363
157	Old Line, Wis. Group 462,779	218	Great Amer. Reserve Group 11,766,550	86,274,925
158	National Reserve United L. & A. Group 153,000	219	Group 11,766,550	86,136,454
159	Amalgamated Life, N. Y. Group 155,483,000	220	Union Life, Va. Industrial 70,127,922	85,657,470
160	Natl. Life, Can. Group 6,889,702	221	Lincoln Liberty Industrial 18,712,569	85,596,107
161	National Guardian La Sauvegarde, Can. Group 40,721,511	222	Standard, Miss. Industrial 18,712,569	83,054,254
162	Capitol Life, Colo. Group 40,721,511	223	Group 27,192,676	82,636,126
163	Great Natl., Tex. Group 3,355,455	224	National Fidelity Group 8,766,193	81,482,736
164	Security Benefit Group 3,795,960	225	Union Life, Ark. Industrial 18,288,550	81,185,840
165	Union National, Neb. Industrial 83,672,039	226	Bankers H. & L. Industrial 68,223,052	80,266,861
166	Missouri Ins. Co. Group 11,432,355	227	Universal L. & A. Industrial 68,399,437	80,218,545
167	Atlanta Life Industrial 111,993,761	228	Golden State Mut. Industrial 49,541,605	78,898,364
168	Quaker City, Pa. Group 145,668,373	229	National Life, Ia. Industrial 2,018,542	78,862,027
169	Atlas, Okla. Group 48,621,045	230	Coastal States, Ga. Group 3,216,610	77,335,324
170	Occidental, N. C. Industrial 17,001,925	231	College Life, Ind. Group 3,216,610	77,052,508
171	Montreal, Canada Group 140,306,423	232	Family Fund, Ga. Industrial 72,961,894	76,647,242
172	Home State Industrial 74,368,014	233	Group 19,645,524	76,036,462
173	Group 1,096,404	234	Les Prevoyants du Can. Group 6,756,206	75,671,362
174	Empire Life, Can. Group 609,419	235	Standard Life, Ind. Group 82,500	75,193,563
175	Farmer & Traders Imperial, N. C. Industrial 81,164,144	236	Midwestern United Group 5,434,200	75,068,828
176	Constitution Life Industrial 9,386,012	237	T. Eaton Life, Can. Industrial 69,772,015	74,539,203
177	Group 72,617,323	238	Commonwealth L. & A. Group 406,500	*74,156,775
178		239	National Burial Chicago Metro. Mut. Industrial 69,302,595	73,423,070
			240	Group 69,302,595	73,383,199
			241	Mid-Continent Life, Okla. Group 1,094,000	72,978,821
			242	Companion Life Group 45,250,000	70,399,143
			243	Southern Life, Ga. Group 42,278,467	69,037,074
				Rockford Life Industrial 39,385,152	69,022,104
				Natl. Public Serv. Group 620,750	

Total
Insurance
In Force
\$

134,738,990

134,546,061

134,167,111

131,745,817

128,611,567

127,724,818

127,391,764

125,853,161

124,516,201

124,325,954

124,309,491

123,535,932

123,193,704

122,670,496

122,667,109

121,869,007

121,486,919

120,610,608

118,282,311

114,868,625

113,045,142

112,552,534

112,237,858

111,004,478

109,348,013

105,736,212

104,692,420

104,149,635

103,427,038

100,285,673

97,690,134

96,827,588

95,148,021

95,031,219

94,519,419

93,877,914

92,730,135

89,877,362

86,274,925

86,136,454

85,657,470

85,506,107

83,054,254

82,636,126

81,482,736

81,185,840

80,266,861

80,218,545

78,898,364

78,862,027

77,335,324

77,052,508

76,647,242

76,036,462

75,671,362

75,193,563

75,068,828

4,539,203

4,156,775

3,423,070

3,383,189

2,978,821

2,399,143

2,037,074

2,022,104

Total
Insurance
In Force
\$

68,829,178

68,037,690

57,051,661

67,857,351

66,699,765

1,000,072

3,071,707

66,408,091

64,365,352

8,695,678

6,066,011

63,459,930

23,954,175

2,104,000

62,711,836

62,570,043

61,816,486

61,295,925

34,797,310

60,343,121

60,287,661

60,120,138

53,554,996

60,067,144

59,591,227

59,090,406

58,467,581

57,412,941

23,321,430

23,692,252

56,673,646

55,111,753

56,594,298

518,550

9,632,782

55,012,955

468,000

54,426,778

52,691,852

52,306,844

51,915,716

39,022,953

51,782,628

8,372,399

51,016,245

27,703,109

17,091,925

50,735,730

21,376,202

3,681,936

49,746,901

1,242,943

49,190,487

2,107,250

48,488,591

48,101,317

37,609,644

47,513,107

37,290,459

40,621,214

45,366,060

34,528,067

10,837,993

45,028,210

19,221,976

44,740,220

44,268,908

44,268,905

44,034,320

392,500

43,828,092

43,545,140

32,709,172

9,074,764

43,544,646

674,000

42,755,138

449,500

42,582,095

34,821,038

40,957,084

40,732,527

378,100

40,665,951

6,301,281

40,309,364

1,763,108

40,272,986

39,754,809

39,727,941

366,000

39,135,150

*39,111,061

38,702,523

38,229,047

21,707,714

7,900,908

38,012,614

37,345,625

37,249,448

2,581,637

906,500

37,236,351

30,513,922

6,009,710

4,464,900

34,043,267

4,559,000

318,000

4,384,817

264,044

4,893,800

36,108,747

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Total
Insurance
In Force
\$

35,873,465

600,300

35,598,117

9,454,330

34,309,445

33,763,122

639,000

33,377,284

33,327,500

33,224,500

2,158,502

24,221,620

32,448,841

428,000

32,593,234

32,343,888

31,973,257

31,933,854

21,300,435

3,784,500

1,333,908

31,705,187

31,670,800

31,659,362

2,423,351

31,091,964

31,076,640

21,850,212

4,926,935

30,480,596

30,357,735

901,981

30,151,104

30,081,358

30,037,318

29,878,735

29,675,468

4,072,264

29,469,404

995,000

29,203,042

Warns on Preferred Risk Cost-Accounting

Companies must carefully scrutinize development of preferred risk policies to insure that they do not try to maintain their good competitive standing by obtaining their low net costs on these policies at the expense of other policyholders, Allen L. Mayerson, principal actuary in the life bureau of the New York department, told state examiners.

While warning that dividend allocation is a company's basis of expense charges and its super-select mortality table used in these preferred risks must be scrutinized by examiners, Mr. Mayerson did not intimate that any particular company had been getting over the line in this respect.

He did say, however, that the problem has become more urgent as preferred risk policies have been growing more popular, and that close examination is required to disclose such practices.

He also said that in view of the fact that companies have not hesitated to reduce dividends of policyholders with contracts bearing unprofitable disability features, they should pay an additional dividend to those with disability waiver and double indemnity benefits if experience is favorable in relation to the extra premium charged.

Advises Reserve Fund for Blue Shield Plans

Blue Shield organizations should lay aside adequate reserves to meet increased claims, which would occur if a period of marked unemployment descends on the nation, James F. Coleman, president of United Medical Service, New York's Blue Shield, and Arthur Hunter, actuary, wrote in a paper presented at the eastern meeting of Society of Actuaries at Atlantic City.

The number of claims, especially among retired persons and those withdrawing from group plans, are rising steadily, they said, pointing out that under surgical expense contracts the claims rose from 7 per 1,000 member months to 8.6 during the past four years; and under general medical contracts the claim rate rose from 79.8 to 11.7 during the same period.

Nationally, Blue Shield plans now cover 28 million persons, compared with 900,000 10 years ago.

N. W. Mutual Sales Up

First quarter sales of Northwestern Mutual Life were \$136,314,273, a gain of 1/2 of 1% over the same period last year. Insurance in force totaled \$7,302,183,218, a gain of 4.7%.

"An excellent demand exists for mortgage loans," according to Edmund Fitzgerald, president. "This is reflected in a new high of \$728 million of this type of investment in our assets, an increase of \$87 million since a year ago. New loans of \$32 million were made in the first three months of 1954. The Northwestern Mutual now holds 66,000 mortgage loans largely on residential properties."

Kerns Agency Marks Big Year

Leading producers of the Kerns agency of Northwestern Mutual Life at Sacramento, Cal., were honored at a meeting there celebrating its 1953 increase in business of 81% over the previous year. On hand from the home office were Robert E. Templin, director of agencies, and Dr. Arthur R. Zintek, assistant medical director.

Hatzes Agency Moves

Fidelity Mutual Life's Washington, D. C., office has moved to new headquarters at 1630 Connecticut avenue, N.W., where General Agent George A. Hatzes bought and remodeled a 3-story mansion.

In-Force Ranking of Life Companies at Year-End Shown

(CONTINUED FROM PAGE 15)

1954	1953		Total Insurance In Force \$	1954	1953		Total Insurance In Force \$
401.		Central Life, Fla.	16,366,689	478.		Group	723,166
		Industrial	15,812,689			Richmond Life, Va.	9,020,669
402.		Textile Genl., S. C.	16,588,782			Group	6,197,090
		Industrial	2,544,184	479.		Austin Life, Texas	8,987,205
		Group	13,382,553	480.		Old National, Texas	8,877,824
403.		Louisiana Life	*16,238,108	481.		Brookings Internatl. L. & C.	8,803,719
404.		Home Security, Okla.	16,021,623	482.		Tennessee Life, Texas	8,401,975
405.		Great Plains, Texas	16,003,500	483.		Guaranty Life, Ga.	8,027,059
406.		Industrial Life, Pa.	15,821,735			Industrial	7,235,580
		Industrial	15,776,735	484.		Sterling, Ill.	7,957,660
407.		Central American, Texas	15,567,452			Group	172,500
		Group	5,960,719	485.		InsurOmed Life, Texas	7,895,400
408.		Manhattan Mutual, Kansas	15,385,678	486.		Equitable L. & C., Utah	7,779,562
409.		Bankers Security, Okla.	15,325,703	487.		Southern Provident, Texas	7,673,506
410.		First American, Texas	15,122,753	488.		Lincoln Mutual L. & C. N. D.	7,670,918
411.		National Home, Mo.	15,119,750	489.		Great Eastern Mut., Colo.	7,548,670
		Group	1,251,442	490.		Christian Mut., N. H.	7,236,852
412.		George Washington, W. Va.	14,948,737	491.		North America, Texas	7,067,685
		Group	244,500			Group	1,560,000
413.		Self Help Mutual, Ill.	14,853,351	492.		Lincoln Benefit, Neb.	7,007,043
414.		Life Ins. Co. of Texas	14,841,593	493.		First Life, Texas	6,982,518
415.		Peoples Life, La.	*14,803,668	494.		Mid-Continent, Texas	6,686,667
416.		Rushmore Mutual, S. D.	14,707,069	495.		Great Western, Texas	6,617,838
		Group	378,099	496.		Wabash Life, Ind.	6,569,412
417.		Provident Indem., Pa.	*14,582,129	497.		Washington Life, La.	6,263,200
418.		Suwannee Life, Fla.	*14,514,795	498.		Legal Standard, Texas	6,223,125
419.		Colorado Credit	14,367,755	499.		Financial Security, Hawaii	6,024,205
420.		Hawaiian Life	12,852,555	500.		Central Assur., Ohio	5,918,983
421.		Employers Life, Ala.	14,207,260			Industrial	105,000
		Industrial	48,123			Group	248,000
		Group	12,719,405	501.		Industrial Life, Texas	5,792,064
422.		Time Life, Texas	14,185,137	502.		Mercantile Security, Texas	5,789,783
		Industrial	405,250	503.		Zurich Life, N. Y.	5,720,900
423.		Central State, La.	*13,890,861			Group	5,705,400
424.		Piedmont Ins., Ga.	13,800,755	504.		Texas Reserve Life	5,595,419
425.		Columbus Natl., Ga.	13,749,379			Group	764,541
426.		Continental Life, Texas	13,484,123	505.		Life Underwriters, La.	5,555,777
		Group	514,000			Group	500,369
427.		Fidelity H. & A. Mut., Mich.	13,445,897	506.		Liberty L. & A., Mich.	5,342,205
		Group	10,114,679	507.		Newberry L. & H., S. C.	5,308,975
428.		American Bankers, Tex.	13,147,429			Industrial	4,963,137
429.		Asso. Funeral Directors, La.	*13,140,647	508.		Great Southwest, Arizona	5,183,391
430.		Independence L. & A., Ky.	12,759,057	509.		Pioneer Life, Pa.	*5,180,038
		Industrial	2,796,511	510.		Wisconsin State Life Fund	5,152,385
431.		Guaranty Life, Fla.	*12,649,862	511.		Community Life, Texas	5,064,497
432.		Jacob Schoen & Sons, Inc., La.	*12,591,885	512.		Old Equity, Ind.	4,853,780
433.		Producers Life, Ariz.	12,541,400	513.		Western American	4,791,972
434.		State National, Mo.	12,531,218	514.		Eagles Natl., Ohio	4,786,383
		Group	2,363,737	515.		American Guaranty, Ore.	4,701,317
435.		International Life, Texas	*12,501,597			Old American, Mo.	4,666,274
		Industrial	462,294	516.		American Income, Ind.	4,649,555
436.		Standard, La.	*12,450,966	517.		Union Liberty, Md.	*4,608,011
437.		Webster Life, Iowa	12,126,677	518.		Peoples Life, Texas	4,535,101
		Group	58,000	519.		Life Ins. Co. of S. C.	4,445,469
438.		First National, Ariz.	12,068,068	520.		Industrial	160,468
439.		Family Security, S. C.	11,879,462	521.		Jackson Life, Tenn.	4,435,666
		Industrial	10,721,315	522.		Fidelity L. & D., Colo.	4,329,855
440.		Union Protective, Tenn.	1,008,147	523.		National Travelers, Iowa	4,239,040
441.		Richmond Beneficial, Va.	*11,833,294	524.		Conger Life, Fla.	4,181,667
		Industrial	11,808,221			Industrial	3,234,797
442.		American Standard, D. C.	11,655,585	525.		Girard Health & Life, Pa.	*4,152,382
		Group	9,008,675	526.		Amalgamated Labor, Ill.	3,960,000
443.		Amer. Home Mutual, D. C.	11,627,913	527.		Federal Life, D. C.	*3,942,053
		Industrial	11,609,713	528.		Prudence Life, Ill.	3,839,006
		Group	18,200			Group	548,850
444.		Southern Aid Life, Va.	11,612,677	529.		National Union, Ala.	3,695,272
		Industrial	9,754,446	530.		Wilson Ins. Co.	3,609,978
445.		Pennsylvania L. & H. & A.	11,608,448			Industrial	3,383,600
		Industrial	8,184,763	531.		Bankers Life, Texas	3,586,344
		Group	539,500	532.		Security Standard, Texas	3,534,288
446.		General Life, Ga.	11,596,793	533.		Great Southwest, Texas	3,474,591
447.		Mutual Benefit, Md.	11,549,530	534.		Lincoln Republic, Pa.	*3,443,914
		Industrial	11,105,934	535.		Mutual Life, D. C.	*3,419,688
448.		Jackson Mutual, Ill.	*11,528,263	536.		Universal Sec. Life, Tex.	3,417,521
		Industrial	*10,041,071	537.		American Christian, N. D.	3,387,650
		Group	1,139,500	538.		Western Fidelity, Texas	3,144,236
449.		Virginia Mutual Benefit	11,514,803	539.		National Acc. & Health, Pa.	*3,045,597
		Industrial	9,702,759	540.		American Farmers Mut., Iowa	3,045,554
450.		Southern National, Ark.	11,468,219	541.		National A. & H., Pa.	*3,027,149
		Industrial	8,483,986	542.		Southeastern, S. C.	2,917,429
451.		International Service, Texas	11,384,085	543.		Professional Ins. Corp., Fla.	2,914,823
		Group	11,344,085	544.		American Republic, Ia.	2,884,773
452.		Winston Mutual, N. C.	11,261,353			Group	368,000
453.		Automotive, La.	11,247,852	545.		Samaritan Life	2,828,622
		Industrial	11,150,852			Group	44,000
454.		Unity Life, Tenn.	*11,234,300	546.		Shield Life, Texas	2,806,438
455.		Pioneer National, Kansas	11,129,042			Group	1,586,000
456.		Tennessee Valley Life	10,993,970	547.		Delaware Mutual	2,738,287
457.		Kilpatrick Life, La.	*10,880,681	548.		Resolute Credit, Conn.	2,716,407
458.		Family Security, Tex.	10,850,154			Group	2,716,407
		Industrial	9,545,344	549.		Churchmen's Life, Ind.	2,610,717
459.		United Bankers, Texas	10,601,397	550.		Southern Life, Md.	*2,578,111
		Group	419,000	551.		Great Western, Okla.	2,550,232
460.		Sabine-Neches Ins., Texas	10,552,426	552.		Big State, Texas	2,516,600
461.		Franklin Natl., S. C.	10,080,946	553.		Life of North America, Del.	2,411,258
		Industrial	9,609,763	554.		Laford Life, La.	*2,405,702
462.		Excelsior, Texas	10,070,861	555.		Tennessee Life & Service	*2,355,300
		Industrial	9,667,361	556.		United Royal, La.	*2,327,969
463.		Nebraska National	10,063,046	557.		Commercial Life, Mo.	*2,305,210
464.		Southern Natl., Texas	10,021,783	558.		The Universe Life, Nev.	2,275,500
465.		Eureka Life, Texas	10,008,739			Group	1,278,000
		Credit Life	10,008,789	559.		Columbia Mutual, Ia.	2,243,207
466.		Evangeline Life, La.	9,987,206	560.		United American, Texas	2,214,914
		Industrial	7,968,528			Group	372,000
467.		American Life of Baltimore	*9,868,928	561.		Commonwealth Life, Okla.	2,126,590
468.		Great Lakes, Ill.	9,715,078	562.		Southern Union, Texas	2,094,175
		Group	804,976	563.		Southwestern Bankers, Texas	2,078,746
469.		Prov. Home Ind. Mut., Pa.	*9,493,436	564.		American Republic, Ark.	2,044,984
470.		American Standard, Tex.	9,488,316	565.		Physicians Ins., Mo.	1,950,009
		Industrial	478,116			Industrial	1,781,654
471.		Dunbar Life, Ohio	9,454,168	566.		Colonial L. & A., S. C.	1,884,049
		Industrial	6,587,899	567.		Combined American, Texas	1,879,998
472.		Great American H. & L., Tex.	9,444,563			Group	917,000
473.		Globe Life & Acc., Okla.	*9,391,469	568.		Fidelity National, Texas	1,854,221
		Group	1,771,126			Group	1,130,000
474.		Continental Life & Cas., Idaho	9,388,220	569.		Davy Crockett Mut., Texas	1,832,000
		Industrial	1,207,055	570.		Douglas Life, La.	*1,745,512
		Group	153,238	571.		United Western, Texas	1,734,755
475.		Western Mutual, Ill.	9,237,066			Group	381,000
476.		Sam Houston Life, Texas	9,131,898	572.		Savings Mutual, Texas	1,725,748
477.		National Benefit, Iowa	9,107,062	573.		New Mexico Life	1,698,254
				574.		North America Assur., Va.	*1,689,464
				575.		Fidelity Life, Texas	1,661,468
				576.		Blue Grass, Ky.	1,656,235

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Total
Insurance
In Force
\$

9,020,669

8,987,205

8,877,824

8,803,719

8,401,975

8,027,059

7,957,660

7,895,400

7,779,562

7,673,506

7,670,918

7,548,670

7,236,852

7,067,685

7,007,043

6,982,518

6,886,667

6,617,838

6,569,412

6,263,200

6,223,125

6,024,205

5,918,983

5,792,064

5,789,793

5,720,900

5,595,419

5,555,777

5,342,205

5,308,975

5,183,391

5,180,038

5,152,385

5,064,497

4,853,750

4,791,972

4,786,383

4,701,317

4,666,274

4,649,555

4,608,011

4,535,101

4,445,469

4,435,666

4,329,855

4,239,040

4,181,867

4,152,382

4,080,000

4,042,053

4,039,006

4,095,272

4,009,978

4,000,000

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1954	1953	Total Insurance In Force \$
577.....	Texas Empire L. & A.	1,579,496
578.....	National Masonic Prov., Ohio	1,575,153
579.....	Fidelity Amer., Tex.	1,485,257
	Industrial	1,437,737
580.....	American Citizens, D. C.	*1,452,342
581.....	Jefferson Life & Cas., Ala.	1,435,000
582.....	Georgia L. & H., Ga.	1,434,844
	Industrial	1,244,418
583.....	Liberty Life H. & A., Pa.	*1,408,711
584.....	Life Ins. Corp., Utah	1,400,412
585.....	American Home, Iowa	1,380,935
586.....	Commercial Security, Texas	1,199,510
	Group	424,371
587.....	Teachers Protective Mut., Pa.	1,193,850
588.....	State Security, Ind.	1,163,307
589.....	Western General, Texas	1,155,887
	Group	165,818
590.....	Estate Life, Texas	1,152,000
591.....	Union Mut. Life, H. & A., Pa.	*1,145,644
592.....	Westland Life, Calif.	1,106,155
593.....	Old Faithful, Wyo.	1,064,455
594.....	Old Line, Texas	1,054,456
595.....	Southwest Republic, Texas.	1,044,500
596.....	Plymouth Life, Texas	1,013,000
597.....	St. John Berchman's Ind., La.	*994,379
598.....	Sunland Golden, Texas	897,113
	Group	886,402
599.....	Melancon Industrial, La.	*824,800
600.....	Empire State, Texas	702,805
601.....	Atlas Life, S. D.	647,300
	Industrial	361,900
602.....	Pelican State, La.	641,225
	Group	641,225

1954	1953	Total Insurance In Force \$
603.....	Frontier Life, Texas	632,000
604.....	Wilbert Ind., La.	*548,950
605.....	Piedmont Mut. L. & A., S. C.	519,744
	Industrial	129,380
606.....	Citizens Standard, Texas	516,000
607.....	National Military Mut., Tex.	477,850
608.....	Union States Natl., La.	*426,530
609.....	Security National, Texas	424,794
610.....	National Security, Texas	405,000
	Pioneer Insurance, Neb.	391,196
	Industrial	4,207
612.....	Pilgrim Life, Ind.	348,978
613.....	Commercial National, Texas	326,000
614.....	American Savings, Texas	320,000
615.....	American Guaranty Mut., Tex.	228,565
616.....	Haven Ins., Fla.	*196,128
617.....	American Protective, Pa.	*180,000
618.....	San Jacinto, Texas	179,705
619.....	Northeastern Life, N. Y.	167,000
620.....	Western States, Ariz.	122,000
621.....	Independence Ins., Cal.	117,000
622.....	Southwest Security, Texas	80,500
623.....	Continental Union, Ala.	64,000
	Group	64,000
624.....	American Trust, Texas	14,250
625.....	Commercial L. & A., Texas	10,000
	Jan. 1, 1953	Jan. 1, 1954
	Total Ordinary	\$195,854,235,362 \$212,276,181,415
	Total Industrial	37,755,536,340 39,782,627,711
	Total Group	74,294,675,261 88,445,301,201
	Total All Classes	\$307,904,446,963 \$340,504,110,327

* All Industrial. † Figures as of Dec. 31, 1952.

Jefferson Standard Hits \$1 1/4 Billion Mark

Jefferson Standard has passed the \$1 1/4 billion in force mark and its total in force for the first quarter of 1954 now stands at \$1,258,014,809, a gain of \$22,774,564 over the similar period of 1953. Paid business so far this year amounted to \$39,757,344, a new first-quarter record.

Fla. Estate Planning Rally Set

The Estate Planning Council of St. Petersburg will sponsor its annual Florida seminar May 10-11 in St. Petersburg.

Speakers include Jewell A. Davis and John W. Donahoo, Jacksonville attorneys; Dr. David McCahan, president, American College of Life Underwriters; George Gordon, Mutual Benefit Life; Albert B. Bernstein, Miami attorney; James I. Keller of Pentland, Purvis, Keller & Co., Miami; Warren F. Foster, Jr., Broward National bank, Fort Lauderdale; Willard R. Brown, First National bank, Miami; A. D. Rittenour, Atlantic National bank, West Palm Beach, and Virlyn B. Moore, Jr., Fulton National bank, Atlanta.

Offers Program to Meet Charges of FHA Abuse

A step-by-step audited cost statement or an affidavit of actual cost submitted by the builder of an FHA project would go a long way in eliminating alleged abuses, Milford A. Vieser, vice-president of Mutual Benefit Life, told the Senate banking and currency committee, which is investigating attacks on the agency's lending practices.

The agency remains, he said, a necessary institution in this country and should be maintained in its role as a vehicle for sound home financing. To assure this, and at the same time to protect it, FHA should be adequately staffed with competent personnel and should receive sufficient appropriations. Furthermore, he said, there should be a system of checks and balances to keep the agency on an even keel.

Mr. Vieser appeared as chairman of the joint committee on housing and mortgage lending of American Life Convention and Life Insurance Assn. of America.

Insurance Second Largest Business in Texas

The Houston Chronicle in its April 15 issue devoted an entire section to the insurance business, with one of the lead stories pointing out that insurance is now the No. 2 business in Texas. Garland A. Smith, chairman of the Texas board of commissioners, is quoted as saying insurance premiums annually in the state now amount to \$2 1/2 billion, second only to the sales in oil which amount to \$2.9 billion for crude oil and around \$1 billion more for chemicals and other oil-allied industries. Farming and ranching with \$1.9 billion in income, rank third.

The 12-page insurance section covers a wide variety of topics and features sketches of several of the leading Houston insurance personalities.

Los Angeles Managers, Supervisors Meet

LOS ANGELES—Life Insurance Managers Assn. was host to the Life Agency Supervisors Assn. at a joint meeting at which the latter presented a panel on "Recruiting, Training and Supervising Methods."

Robert D. Christie, Sun Life of Canada and vice-president of the guest organization, was moderator. Panelists included Wayne A. Fitzgerald, Equitable Society; Harold E. Rudolph, Prudential, and J. Chester Stender, New England Mutual.

Nominations were announced for the June election meeting of the supervisors, as follows: Robert D. Christie, Sun Life of Canada, president; Robert

E. Pope, Jr., Manhattan Life, vice-president, and Robert C. Hess, Northwestern National Life, secretary-treasurer.

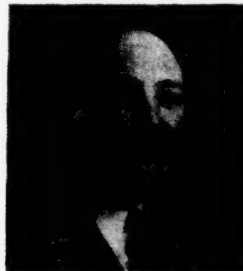
• Piedmont Life of Atlanta has elected Charles J. Thurmond, with the Wheeler, Robinson & Thurmond law firm, Gainesville, Ga., to the board.

MEN of the LIFE OF VIRGINIA...

Achievement • Leadership • Dedication



John N. Anderson, Baltimore, whose agency won the Company's Progress Trophy, awarded each year to the agency effecting the greatest increase in insurance in force (increase \$3,275,963).



Gordon E. Ellison, Detroit, leading individual producer 1953, and 1954 President of the Virginia Vanguard, honorary organization of leaders (\$1,156,532 paid production), member Million Dollar Round Table.



Aubrey M. Foltz, Staunton. His rapidly growing agency attained a total of 238 management factor points out of a possible 300, to win the Company's 1953 Agency Management Competition.



J. Jerome Miller, Chicago, whose three-year-old agency led all others during 1953 in paid new premiums for Ordinary Sales, with a total of \$104,167 (excluding single premiums).



Malcolm H. Webb, Jr., El Paso, leader in number lives insured in 1953. Life and Qualifying member Million Dollar Round Table, 6th year. Paid for \$1,096,337 new insurance on 349 lives, 1953.



Edward C. Wilson, Baltimore, outstanding leader in his agency's specialized mortgage insurance plan, wrote total insurance in initial amount of \$1,498,737 on 215 lives during 1953.

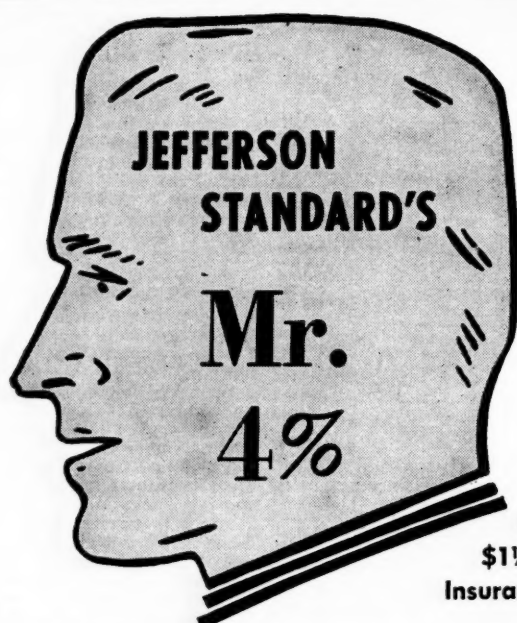
These men are the 1953 leaders of our Ordinary Agency Division. We honor them for their achievements and their exemplary leadership. Recognizing the worth of their careers, they have dedicated themselves to the highest ideals of their profession.

Next month we will present the leaders of the Combination Division.



THE LIFE Insurance Company OF VIRGINIA

RICHMOND • ESTABLISHED 1871



Over
\$1 1/4 Billion
Insurance in Force

Says "My Company has a very fine educational and training program for its agents. The program begins with fundamental training for the new and inexperienced underwriter and continues through such specialized fields as Life Insurance for Business Purposes, Coordinating Income from Life Insurance with Social Security Benefits, Taxation Affecting Life Insurance, etc. It is well integrated with personal training and guidance in the Field. The program, in my opinion, is 'tops', and is ANOTHER JEFFERSON STANDARD PLUS."

JEFFERSON STANDARD
Life Insurance Company
GREENSBORO, NORTH CAROLINA

WHEN YOU SELL

Mutual Trust

you can be certain that
your prospects gain
the marked advantage of . . .

- LOW NET COSTS
- FLEXIBLE SETTLEMENT OPTIONS
- NET LEVEL PREMIUM RESERVES
- A STRONG SURPLUS

PROFITABLE FIELD OPPORTUNITIES AVAILABLE
Write to the Agency Secretary

Mutual Trust has been soundly and economically managed for the benefit of its policyholders on a purely mutual basis during its nearly 50 years of service with a strong general agency force operating in a stable territory.

Cal., Conn., Ia., Ill., Ind.,
Mass., Me., Mich., Minn.,
N. H., N. J., N. Y., N. D.,
Ohio, Pa., R. I., Vt., Wash.,
Wis.

Mutual Trust
LIFE INSURANCE CO.
135 South LaSalle St., Chicago

Dangers Potent in Controlled Drinking. Dr. Bell Tells HOLU

Uncontrollable drinking patterns are usually preceded by years of controlled heavy drinking, Dr. R. G. Bell, medical director of Shadow Brook Health Foundation, said at the annual meeting of Home Office Life Underwriters Assn. in New York City.

"It is possible," he said, "for any intelligent person to learn to differentiate typical from atypical responses to alcohol." Dr. Bell described as "typical" those reactions expected of a weak anaesthetic, and as "atypical", those reactions which include disturbances in cerebral functioning.

A new appraisal of drinking patterns must begin with a new understanding of what constitutes a typical response to alcohol, he said.

"The hazard in so-called heavy drinking is increased according to the length of time that any particular person continues in a pattern of heavy drinking. Knowing the average duration of typical heavy drinking before disease drinking begins, it is possible to recognize a drinking pattern likely to lead to some change in a person and in his reaction to alcohol, so that those who could later be called alcoholics can be detected years in advance of this particular development," he declared.

The alcodial, which, Dr. Bell explained, is a slide rule designed to assist anyone in the assessment of the blood level acquired through any particular drinking experience, should enable the underwriter to make a more accurate assessment of the blood alcohol levels repeatedly attained, and other information available to him should also help him to decide whether or not the applicant had a typical or atypical response to alcohol.

"The underwriter should operate on the assumption that anyone who uses alcohol is capable of acquiring an atypical or disease reaction to alcohol and that this development bears no relationship to his intelligence, education, race, social or economic status," Dr. Bell said.

15,000 in Equity Annuity Program

Membership in College Retirement Equities Fund, which gives policyholders of Teachers Insurance & Annuity an opportunity to invest in common stocks up to one-half of the annuity contributions from themselves and their institutions, rose to almost 15,000 in 1953. Assets of \$5,617,000 were invested in 60 individual companies in 12 different industries, with a net dividend yield of 4.25% on the cost of securities. More than two-thirds of Teachers cooperating institutions have made participation in CREF available to their staff members.

Assets of Teachers rose to \$393,466,000 in 1953, up \$30,049,000, and individual insurance in force at the end of the year totaled \$109,100,000. New sales totaled \$13,471,000 up 24%. Group life in force is now \$73,838,000.

Gregg San Antonio Speaker

Results of a survey conducted among CLU's were discussed at a meeting of San Antonio CLU chapter by Davis W. Gregg, dean of the American college. Mr. Gregg said the survey showed that 19 out of every 20 persons who have received CLU's have remained in

the business. About 75% of these men have not changed companies, 38% have advanced to managerial status and the greater number of them earned \$12,500 annually.

Card Set for A&H Educational Semina

Keynote of the 1954 educational seminar of Bureau of A&H Underwriters will be a business review by Joseph Norton of Continental Casualty. The two-day seminar will be May 26-27 at Hotel Biltmore in New York City.

Other speakers and their topics for the first session will be James Powell of Provident Life & Accident on the evolving problems of underwriting hospital expense coverages; Morton D. Miller of Equitable Society on individual and family major medical coverages; Richard N. Morse of Monarch Life on current trends in non-cancelable A&S, and Gerald S. Parker of Guardian Life on the future of A&H.

The afternoon of the first day will feature a panel discussion on agency management problems, the market, recruiting career agents, merchandising methods led by Rex H. Anderson of New York Life and consisting of Rudolph C. Larson of Aetna Life, Wesley Jones of Mutual of New York, Raymond B. Smith of Royal-Liverpool, Alfred D. Perkins of Union Mutual Life and Robert J. Mueller of Washington National.

A medical underwriting panel headed by Francis J. Haran of Connecticut General Life, and made up of Drs. Howard McCue of Life of Virginia, A. F. Siebert of Travelers, Joseph Horan of Metropolitan Life, Harry A. Cochran of Lincoln National Life, and H. E. Christensen of Union Mutual Life will discuss underwriting aspects of heart and circulatory conditions, diseases of the liver and gall bladder, asthma, hay fever and other allergic manifestations, and nervous and mental disorders, both functional and organic.

Claims men will present a panel discussion on the modern role of the claim department in A&H at the final session. The panel is George F. Monks of New York Life, Gilbert E. Erickson of Travelers, Godfrey M. Day of Connecticut General Life, Kenneth C. Berry of Lumberman's Mutual Casualty and Douglas N. Morrison of Aetna Life.

The committee planning the seminar is Peter J. Burns of New York Life, chairman, Albert E. Haskell of Aetna Life, Harry L. Graham of Bankers Life, Robert S. Schoonmaker, Jr., of Berkshire Life, Francis J. Haran of Connecticut General Life, Oliver F. Siegmund of General American Life, Edward M. Urich of Pacific Mutual Life, Edward S. Grandin of Sun Indemnity and Charles Seavey of Union Mutual Life.

Pepper Award to Gabor

Florida Assn. of A&H Underwriters at its spring meeting at Orlando presented its C. B. Pepper memorial award to Frank Gabor of the Gabor & Co. agency at Miami. The award recognizes "outstanding service to and achievement in the A&H industry".

Presentation was made by Earle R. Bennett of the Bennett agency at Tampa, a director of the International association, and Thomas Callahan, Time, Milwaukee, International president.

Mr. Gabor served as president of the Miami association for two years and was reelected to a third non-consecutive term. He also was president of the Florida association for two years.

Mortality of Women A Third Below Men's, Actuary Study Shows

Women life policyholders experience a mortality a third less than men, according to a study of 88,000 of Prudential's claims made by E. A. Rode, assistant actuarial director of the company, and presented at the eastern meeting of Society of Actuaries.

The findings confirm what has been known for some time, but it has not been widely realized that the difference in mortality rates was so great.

Mr. Rode's analysis covered all death claims from 1948 to 1952 under all standard ordinary policies issued between 1919 and 1951. The over-all experience showed female mortality to be 35% less than for males. In the 10 to 25 age group, female mortality was 50% less; 30 to 34, 17% less; and 60 to 64, 42% less.

Dividing the claims between those under \$5,000 and over that figure, Mr. Rode found the same general relationship between male and female risks, although in both cases the claim rate was lower for larger policies. He found similar differences at all periods of policy age as well as policyholder age and that they applied to both number of claims and amount of insurance.

The study also revealed that women keep their policies in force at a much higher rate than men. In the first policy year, terminations of women were half those of men; in the second policy year, a third less and in the tenth year the termination rate was materially less.

In computing actuarial data, the rapid development of electronic computing machines has been of great interest to the life insurance business, Robert J. Myrs, chief actuary of social security administration, Edward H. Friend, lieutenant (jg) U.S.N., and Miss Frances E. Holberton, navy department employee, reported.

Recently enacted legislation providing elective joint-and-survivor annuities for retired members of U. S. military services required computation of many actuarial factors for the complex option, which were quickly completed by the Univac, they reported. It is believed that the work done by the machine would have taken five man-years if it had been done by regular desk machines.

The ELAS life income mortality table, adopted by Equitable Society, as a mortality basis for life income option of the modes of settlement in its current series of policy forms and for the calculation of premiums under currently issued individual deferred annuity contracts, was explained in a paper by Harry Walker, associate actuary of ploye, reported.

The table was derived from the latest intercompany study of mortality under settlement options and deferred annuities; relative mortality under settlements arising from matured endowments and cash values, payee elections under death claims, nonpayee elections under death claims and maturities of deferred annuity contracts; and provision for future mortality improvement along the lines of the projection 3 rates proposed by Jenkins and Lew, he said.

Presupposing a common rate basis for all life income types of settlements, the table is designed to make all classes

combined self supporting. It makes use of a single table of mortality for males and a corresponding table for females, based on an assumed common calendar year of birth arrived at by making an average of the year of birth of current issues of life income payees.

The question of whether the unfunded accrued liability, as usually defined, is a proper measure of actuarial soundness for a plan such as the railroad retirement plan was raised in a paper by Abraham M. Niessen of the Railroad Retirement Board.

The railroad's plan is financed by means of level rate contributions shared equally by employers and employees. No provision is made for amortizing the unfunded accrued liability and no distinction is made between prior and current service. The unfunded accrued liability takes credit for present employee's contributions at the normal, not the actual, rates, he pointed out, and actual contributions are considerably in excess of normal costs.

T. N. E. Greville of Institute of Inter-American Affairs of Rio de Janeiro, explained the technique of constructing a hypothetical mortality table eliminating a given cause of death. He pointed out the defects in other formula and suggested a new formula free of defects in the old ones.

A generalized formula for determining the adjusted stipulated payment as defined by the New York law for a form of retirement annuity contract was presented in a paper by John M. Boormeester, assistant actuary of John Hancock.

Another paper, by J. G. Fletcher, actuary of the director of annuities division of the Canadian department of labor, was a technical note giving figures used in personnel work.

A new method which, by means of a specially constructed auxiliary mortality table, enables extra premiums to be calculated by relatively simple formula, was explained in a paper by Walter Shur of New York Life.

Mid-Continent Adds Policies

Mid-Continent Life, Oklahoma City, has added a number of new policies to its portfolio: Single premium deferred annuities; annual premium deferred annuities; five, 10, 15 and 20 year convertible and renewable term. The company has also introduced a separate decreasing term policy, with periods of 10, 15 and 20 years, which may be written without a principal policy.

Aetna Extends Air Cover

Aetna Life has extended additional indemnity and double indemnity to cover passengers in civilian aircraft. The new coverage is being made retroactive to Jan. 1, 1954, except for a few policies which contain special aviation restrictions.

Stage Washington, D. C., Exhibits

Exhibits by Liberty Mutual and Bankers Life & Casualty are being displayed this week at the spring meeting of the president's committee on employment of the physically handicapped at Washington, D. C.

In charge of Liberty Mutual's exhibit is Scott Allen, and H. Clyde Reeves, Bankers L&C. vice-president, is directing that company's display.

• National Fidelity has introduced to its field force new sales manuals and a new life rate manual including both participating and nonparticipating policies. The company had an increase of more than 35% in March paid for production over the same month of 1953.

Haas Succeeds Cromwell in N.Y.C., Logan Named in Cal. for Manhattan Life

Manhattan Life has named General Agent Bernard A. Haas to take over the New York City agency, from which General Agent Charles V. Cromwell is retiring as head. Perry D. Logan has been appointed brokerage manager at the Schloen-Levey agency in Beverly Hills, Cal.

Mr. Haas, general agent since 1952, merged his office with Mr. Cromwell's in 1953.

Mr. Cromwell started in insurance

with the Cert agency of Mutual Benefit Life in New York City after service in the first world war. Before being named to head the Manhattan Life agency there in 1937, he had been with Massachusetts Mutual and Northwestern Mutual.

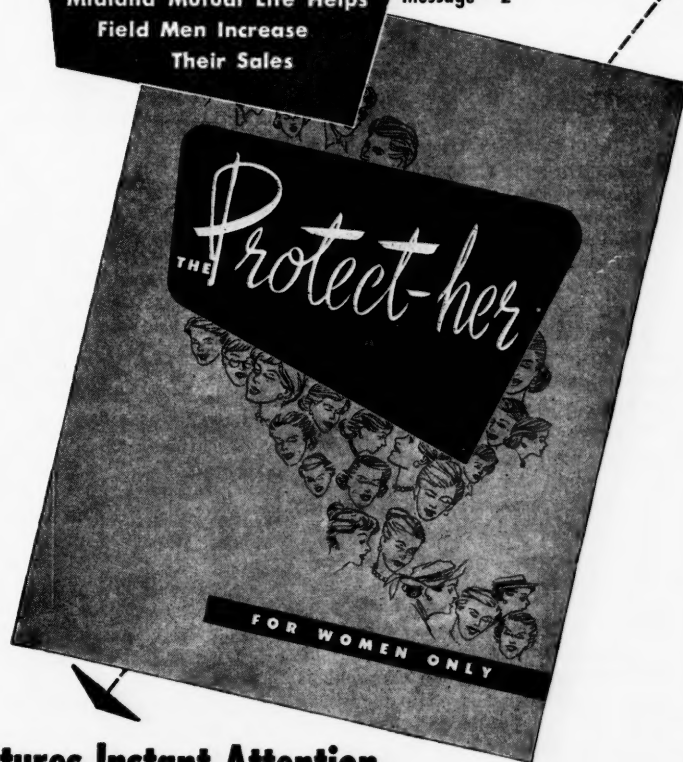
Mr. Logan was with Occidental Life as manager of home office renewals before joining Continental Assurance, where he has been agency supervisor of the department since 1952.

• The Pittsburgh branch of Sun Life of Canada has moved to new offices in the Farmers Bank building.

An Interest Stimulat-her

One of a Series of
Messages on New Ways
Midland Mutual Life Helps
Field Men Increase
Their Sales

Message #2



Captures Instant Attention when prospecting for Women's Business

Just one example of the unique "Prospecting Tools" Midland Mutual Life provides to help make selling easier. There's a whole kit of them . . . one for every life insurance need—for all insurable age groups. And each is a real sales stimulator—planned and sales-proved by representatives of all grades of selling ability. It's just one of the reasons so many Midland Mutual Life men are setting new records for themselves—by taking full advantage of the "all-phase" cooperation offered by their Home Office. Teamwork that means more apps—more income!

If you reside in one of the following states in which we do business and would like a "look" at this new way of "stimulating interest" and other points of our "field-building" methods, we'll be glad to hear from you. Ohio, Pennsylvania, New Jersey, West Virginia, Kentucky, Indiana, Michigan, Illinois, California, Iowa, North Carolina.

There's no obligation and your inquiry will be confidential. Write Russell S. Moore, Manager of Agencies!

Watch for early appearance
of Message #3 on
"Creating Desire"

The MIDLAND MUTUAL Life Insurance Company

250 E. Broad Street

Columbus 16, Ohio

EDITORIAL COMMENT

An Advertisement That Isn't Helping

The current Blue Cross advertising that features an \$810.70 hospital bill marked "Paid in Full" may be good copy but we don't think it makes good sense. We say that because it is pointing the finger straight at the weakest spot in the whole system of private insurance coverage of hospital and medical expenses, namely its inadequacy at the upper end of the cost scale, where expenses can be not merely uncomfortable but actually catastrophic for even a pretty well heeled family.

The "big type" in this Blue Cross advertisement blares, "How to be sure of enough hospital bill protection!" The clear implication is that the way to get "enough" hospital bill protection is to be covered in Blue Cross. To be sure, down in the smaller type toward the bottom of the ad it says that "over 90% of Blue Cross subscribers who had hospital bills had them paid for in full for all hospital care (save maternity) in semi-private rooms..." In other words, pretty close to 10% of Blue Cross subscribers, in addition to paying their regular premiums, had to dig down in their pockets because the insurance wasn't enough to take care of the bill.

To convey an impression more in accordance with the facts, the advertisement should have been headlined, "How to be sure of enough hospital bill protection—unless you're the unlucky one in 10."

This approach in advertising hospitalization insurance—spotlighting the Payable benefits in whoop-de-do style and playing down the respects in which the coverage is less than complete is what some insurance companies have done and the public reaction as the whole picture came to light has not been a favorable one. It is a pity to see Blue Cross, which prides itself on its "non-profit" status and its high-minded attitude, going in for the type of advertising that has been so widely criticized.

The Blue Cross advertisement we are discussing is, of course, far from being as flagrant as some of the worst examples that could be cited, but it is certainly a step backward. Blue Cross has appropriated a million dollars for advertising and if very much of it goes for this sort of copy it is going to add measurably to the difficulties the insurance business is having in developing comprehensive coverage in time to keep the government from getting into the health insurance business a lot deeper than Blue Cross or the insurance business wants to see happening.

Why stir up the resentment of the one subscriber in 10 who didn't have enough Blue Cross coverage to pay his bill in full and who sneers, "Oh, yeah?" when he reads the "How to be sure of enough hospital bill protection" headline? In time these one-in-10 unlucky ones add up to quite a crew. Implied claims to a completeness that falls short when it hurts most is not the way to build good will for Blue Cross, or for private insurance in general in the hospitalization field.

The claim to completeness is particularly unfortunate just now, when the Eisenhower administration is trying to find the solution for the problem of catastrophic medical and hospital care costs. For all its good points, the Blue Cross approach, by hammering at the concept of paying all bills from the first dollar, strengthens the public's misconception as to the desirability of insuring full coverage of trifling expenses, with all their attendant claims-handling costs, and glosses over the hard fact of catastrophic expenses that are only covered under some form of major medical insurance. In short, Blue Cross seems to be doing what some insurance companies have been criticized for—playing up what it wants to sell and is in a position to sell and not doing enough about developing protection against the sort of disaster in which money is needed in really substantial sums.

William T. Earls, Cincinnati general agent of Mutual Benefit Life, and 1953 chairman of the Million Dollar Round Table, was chairman of the 1954 United Fine Arts Fund drive in Cincinnati. The annual drive there provides more than \$300,000 to supplement the income of the symphony orchestra, art museum, summer opera and Taft museum.



Robert U. Shallenberger

Robert U. Shallenberger, who has been appointed director of A & S sales for Mutual of New York, was a general agent in the midwest before joining Mutual's field training staff last December. A graduate of Harvard business school, he is an army veteran. He succeeds Wesley J. A. Jones, who has transferred to the company's field training staff.

One of the leading contenders for the Republican nomination for governor of Iowa is Ernest Palmer, Jr., whose father for eight years was Illinois director of insurance. Mr. Palmer, Jr. is an attorney at Des Moines. He has served three terms in the state legislature, currently holding the post of chairman of the house judiciary committee.

Dr. Pierce P. Brooks, president of National Bankers Life of Dallas, has been selected to head a reorganization program of the business administration & economic science department of Chapman College of Los Angeles.

H. Coy Winter, Connecticut Mutual, has been elected president of Belleville, Ill., chamber of commerce.



Maurice Gilbert

Maurice Gilbert, who was recently named agency vice-president of Crown Life, joined the company in 1916. He became supervisor of supply, mailing, purchasing and advertising in 1925, agency supervisor in 1942 and successively associate superintendent of agencies and superintendent of agencies.

Dr. Roland A. Behrman, who is retiring as vice-president and medical director of John Hancock, was honored at a farewell luncheon at the home office.

Fitzhugh Traylor, Equitable Society manager and vice-president of Indiana Life Underwriters Assn., for the second year has been named head of the United Negro College fund at Indian-

apolis. The fund seeks to raise money for independent Negro colleges.

Dr. Louis A. Warren, director of the Lincoln National Life Foundation, was honored by Transylvania College as one of 30 alumni making outstanding contributions in fields of learning. Dr. Warren graduated from the college in 1916. He has headed the foundation since its establishment in 1928.

Holgar J. Johnson, head of Institute of Life Insurance, was in Washington, D. C., last week on business connected with USO, the national board of which he is a member, and the YMCA.

Laurence F. Lee, president of Peninsular Life, who has been chairman of the board of U. S. Chamber of Commerce, has been named head of its executive committee.

DEATHS

WALTER W. HEAD, 76, honorary chairman, founder and first president



Walter W. Head

of General American Life, died in Stamford hospital, Stamford, Conn. As president of General American from 1933 to 1951, Mr. Head guided its expansion toward its present position as a company with more than \$200 million in assets and operations that extend through 36 states and territories. In 1951 Mr. Head was elected chairman and in 1954, following a period of declining health, he was made honorary chairman.

From 1926 until 1946 Mr. Head served as president of the National Council of Boy Scouts. On his retirement from that office, nationally important personalities praised his contribution to the scout movement at a testimonial dinner given in his honor and attended by 1,140 persons. Early in his career he was principal of public schools at De Kalb, Mo. He entered the banking business in 1903 and was a state and national bank examiner from 1906 until 1908. Following later service as vice-president and president of banks at Omaha and Chicago, he became head of the Morris Plan Corp. of America, holding this post from 1931 until 1933 when he became president of General American.

Among the many civic and business positions he held were: President of American Bankers Assn., a member of the first board of directors of Institute of Life Insurance; state chairman of the Missouri War Finance Committee from 1942 until 1946; chairman of the citizens committee for post-war improvements and employment

PERSONAL SIDE OF THE BUSINESS

Robert C. Fyke, top 1953 salesman of Occidental Life's Carl L. DeVries & Associates agency, Los Angeles, was rewarded by the agency with an all-expense trip to Europe. Mr. Fyke, who

wrote more than \$1 million of new business last year, and his wife will visit seven countries. A life and qualifying member of MDRT, he joined Occidental in 1932.

THE NATIONAL UNDERWRITER

—Life Insurance Edition

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19 John St., New York 38, N. Y.
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Assistant Editor: Warren Kayes.

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Advertising Manager: Raymond J. O'Brien.

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Circulation Manager: Daniel B. Reynolds.

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MINNEAPOLIS 2, MINN.—558 Northwestern Bank Bldg., Tel. Main 5417. Howard J. Meyer, Resident Manager.

NEW YORK 38, N. Y.—99 John Street, Room 1103, Tel. Beekman 3-3958. Ralph E. Richman, Vice-Pres.; J. T. Curtin, Resident Manager.

HOWARD J. BURRIDGE, President.

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JOSEPH H. HEAD, Secretary.

JOHN Z. HERSCHDE, Treasurer.

420 E. Fourth St., Cincinnati 2, Ohio.

OMAHA 2, NEBR.—610 Keeline Bldg., Tel. Atlantic 3416. Clarence W. Hammel, Resident Manager.

PHILADELPHIA 9, PA.—123 S. Broad Street, Room 1127. Tel. Pennypacker 5-3706. E. H. Fredrikson, Resident Manager.

PITTSBURGH 22, PA.—503 Columbia Bldg., Tel. Court 1-2494. Bernard J. Gold, Resident Manager.

SAN FRANCISCO 4, CAL.—507 Flatiron Bldg., Tel. Exbrook 2-3054. F. W. Bland, Pacific Coast Manager.



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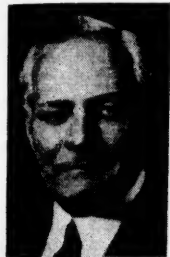
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MCA.

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chairman of
r of Com-
head of its

honorary
president



JOHN A. CAMPBELL, 64, partner in the Campbell & Demarest agency of



John A. Campbell

Manhattan Life in New York City, died at Lenox Hill hospital, after a two-week illness. He entered insurance in 1918 with Travelers at Milwaukee, later serving as midwest manager at Chicago for Fidelity & Deposit, a casualty company. He went to New York in 1927 with New York Life and in 1934 became a general agent for Manhattan Life.

RUSSELL RHODES, 58, feature writer for the *Journal of Commerce* and a free lance writer for several insurance trade publications including *Insurance Advocate* and *Insurance Field*, died in a fall down a flight of stairs at 27 Jones street, New York City, where he had been visiting friends. He also wrote for *The Churchman*.

He began newspaperwork with the *Hartford Courant* and after army service in the first world war was vice-consul at London 1919-1927. Later he was drama critic for the *New Haven Register* and *Script of Hollywood*. He joined the *Weekly Underwriter* in 1936 and in 1943 became editor of the *American Agency Bulletin* of the National Assn. of Insurance Agents.

WILLARD W. HADNOTT, 79, who retired in 1950 after 25 years as secretary-treasurer of Protective Mutual Life, died at Chicago.

G. HOPE HAAS, SR., 64, with the Brown agency of Mutual Benefit Life at Louisville, Ky., for many years, died at his home in Jeffersonville, Ind. He started with the company 37 years ago and served through several agency administrations.

JOHN A. BUMSTEAD, 65, who became manager of Equitable Society at New Orleans in 1930, died at his home there. He at one time was with the company at Columbus, O.

ORLA H. HUNOD, 78, former Montana state senator and state treasurer who had operated a general insurance agency at Billings since 1925, died in a Butte hospital. He had been living in semi-retirement in Sheridan for the past 15 years.

University of Michigan has been given \$54,000 by Health Information Foundation to study the Windsor, Ont. Plan, in operation 15 years, under which physicians services are prepaid on an insurance plan by about 130,000 individuals. The coverage includes visits to the doctor's office. The study will be conducted by the university's bureau of public economics under the supervision of Dr. Nathan Sinai, director.

in St. Louis, and state chairman of USO for Missouri from 1941 until 1946.

EDMUND P. MELSON, 87, early-day Missouri life insurance executive, died in Kennett, Mo. Mr. Melson organized Safety Fund Life Assn. at Monroe City, Mo., in 1893, which later became Missouri State Life, a forerunner of General American Life. Moving to St. Louis in 1896, Mr. Melson continued as president of Missouri State Life until 1912, when he became board chairman, serving in that post until 1917 when he sold his interest in the company. He later went into the real estate business and developed large areas of farmland in Missouri and Arkansas.



AT EASTERN ROUND TABLE meeting of Life Insurance Advertisers Assn.: from left, L. Russell Blanchard, sales promotion manager of Paul Revere Life, who was chairman of the meeting; E. J. Bohne, claims superintendent of Equitable Society, president of International Claims Assn.; the two luncheon speakers, Richard E. Pille, vice-president of Mutual Benefit Life and president of LIAMA, and Jack R. Morris, vice-president of Business Men's Assurance and president of LAA; and Robert C. Gilmore, Jr., Mutual Benefit Life, Bridgeport, Conn., president of National Assn. of Life Underwriters.

Bankers National Clubs Meet in N. Y.

Bankers National Life's President's and Master Producers' clubs held a joint business meeting and banquet in New York City, followed by a cruise to Bermuda on the *Queen of Bermuda* for members of the President's club, from which they returned Wednesday.

At the afternoon session of the business meeting, the club members proposed and voted to make May "Bill Sieger's month", in honor of William J. Sieger, vice-president and superintendent of agencies, whose birthday occurs this month. At the banquet Mr. Sieger thanked the field force, especially the production clubs, for the 20% increase in ordinary for the first quarter and the 50% increase in March. Qualifiers for the convention reached a record 36 for the Master Producers' club and 51 for the President's club.

Honored for 25 years of service with the company were Harry J. Baker, Boston, Max H. Kozlov, Philadelphia, and Leo K. Volk, Detroit.

After dinner a humorous talk was given by Actuary Milton J. Goldberg, who is assistant superintendent of Equitable Society's agency department.

Prudential President's Club Convenes in Fla.

HOLLYWOOD, FLA.—Three groups of Prudential's president's club, comprising top district agents, staff managers and managers, met here this week in successive three-day sessions. Representatives from New Jersey were in the first group; New York, Long Island, and New England the second group, and the middle Atlantic states, Pennsylvania, Ohio, the Shenandoah valley, and the south the third.

At each session the leading regional producer was awarded a symbolic crown and honors this year went to Louis J. Schramm, Englewood, N. J.; Cesare D. Papetti, Patchogue, N. Y.; and Eugene B. Vezie, Pittsburgh.

President Carrol M. Shanks led the home office delegation of speakers. Others included Valentine Howell and Harold M. Stewart, executive vice-presidents; Frederick H. Groel, vice-president and secretary; Louis Menagh, Jr., vice-president and controller, and Vice-presidents James R. Rutherford, Charles W. Campbell and Paul B. Palmer. Sales seminars were another feature of the meetings.

Draft Dodgers No Longer Will Skirt N. W. Mutual

As a result of numerous inquiries for postal money orders, draft board information and the like, Northwestern Mutual Life installed three 9 by 11 foot signs on the facade of its office building at 720 East Wisconsin avenue. A survey, conducted last year, revealed that nearly six out of 10 Milwaukeeans mistook a picture of the Northwestern building for either the courthouse, the post office, or some other well known downtown office building.

The porcelain and plastic signs, two facing Wisconsin avenue and one on the Case street side, not only identify the company but also indicate that it is the home office for Northwestern Mutual.

In order to install the signs on the building, it was necessary to drill ten inches through granite and 12 inches through brick. The only previous signs with the company name are two bronze plaques put up in 1937 next to the main entrance.

The home office employees of Colonial Life had a minstrel show at East Orange, N. J., with members of the staff taking part in the program. Edna Wein directed and Richard Mulholland staged the production.

We Salute . . .

**OUR GENERAL AGENT
J. W. MILLHOLLAND
COLUMBUS, OHIO**



Throughout his long and successful career with The Ohio National, extending over a period of nearly 40 years, General Agent J. W. Millholland of Columbus, Ohio, has exemplified the best in agency leadership. One of the most devoted and tireless members of our field organization, Mr. Millholland has done a superb job as the builder of one of our finest agencies. His service to the insuring public has always measured up to the highest professional standards, and he has inspired many ambitious young men to success in field underwriting.

**THE OHIO NATIONAL
LIFE INSURANCE CO.
Cincinnati**



FIDELITY

well-balanced

A well-balanced company is, we believe, a company

- ... whose financial position is strong
- ... whose geographical market embraces a balance of metropolitan, town and rural areas
- ... whose policy contracts include all fundamental coverages...

It is a company

- ... whose contributions to its industry have been recognized as outstanding
- ... whose growth has been steady and uniform
- ... whose size is sufficiently large to assure confidence and prestige
- ... whose management, nevertheless, has never lost the common touch with agent and policyholder
- ... whose reputation as a friendly company has been consistently upheld

Fidelity is a well-balanced company



The FIDELITY MUTUAL LIFE INSURANCE COMPANY

THE PARKWAY AT FAIRMOUNT AVENUE
PHILADELPHIA • PENNSYLVANIA

AGENCY SUPERVISOR NEEDED IN SOUTHERN ILLINOIS

HAVE YOU THE ABILITY TO HIRE AND TRAIN MEN?

If you are interested, contact THE FRIENDLY COMPANY. Positions carry salary, expenses and overwriting.

If you are the man, real money can be earned under our plan.

All replies held in strict confidence.



AGENCY DEPARTMENT
PEOPLES LIFE INSURANCE COMPANY
FRANKFORT, INDIANA

Give '53 Ohio Totals for New, in Force Business

(CONTINUED FROM PAGE 7)

Paul Revere	(G)	613,500	862,500
Penn Mutual	(G)	2,149,948	10,382,228
Penn. L. & A.	(I)	130,500	986,500
Peoples, D. C.	(I)	5,170	68,500
Peoples, Ind.	(G)	1,800	1,800
Philadelphia Life	(G)	547,811	1,501,003
Phila. United	(I)	44,000	122,000
Phoenix Life	(I)	2,919,150	6,824,839
Physicians Life	(G)	2,763,202	19,889,656
Presby. Min. Fd.	(G)	802,640	623,878
Progressive Life	(I)	2,000	2,680,553
Provident Indem. (I)	(I)	1,740,603	1,030,308
Provident L. & A.	(G)	7,467,075	63,460,654
Provident Mutual	(G)	1,121,501	93,377,540
Prudential	(G)	230,155,262	1,631,384,173
Quaker City	(I)	74,363,011	656,350,547
Reserve, Tex.	(I)	40,699,820	584,169,216
Security Benefit	(I)	4,435,651	3,960,293
Security Mut. N. Y.	(I)	193,122	1,527,724
Service, Neb.	(I)	472,762	39,610
Shenandoah	(I)	1,761,950	3,022,375
State Farm Life	(I)	1,713,700	8,489,106
State Life, Ind.	(I)	271,627	1,396,500
State Mutual	(I)	95,885	1,200,060
Sterling	(G)	351,355	3,723,031
Sun Life, Md.	(G)	806,114	2,125,259
Superior Life	(I)	13,958,400	118,274,383
Supreme Liberty	(I)	13,276,272	35,265,861
Teachers Prot.	(I)	1,789,272	1,411,105
Travelers	(G)	66,500	65,500
Union Cas. & Life	(I)	5,409,998	21,327,337
Union Labor	(G)	5,310,076	23,112,751
Union Mutual	(I)	2,988,529	6,683,273
United Benefit	(I)	1,866,963	7,800,534
United Ill.	(I)	4,593,466	22,521,751
United L. & A.	(I)	71,500	266,600
U. S. Life	(G)	19,772,571	203,207,967
Victory Mutual	(G)	110,840,718	611,270,114
Washington Nat'l.	(G)	60,500	319,000
Wisconsin Life	(G)	140,000	3,335,000
W'men Cen. Assur.	(I)	77,574	823,902
W'men Cen. Life	(I)	35,201,150	105,423,150
World	(G)	1,348,523	8,548,515
	(G)	8,753,809	1,669,796
	(G)	57,000	57,951,932
	(G)	4,029,280	133,000
	(I)	87,000	9,391,435
	(I)	16,593,799	943,000
	(I)	144,426	32,472,288
	(I)	40,500	1,376,085
	(I)	322,846	1,017,009
	(I)	2,840,123	1,930,200
	(I)	573,043	2,251,002
	(I)	4,772,941	25,968,585
	(I)	207,322	3,570,764
	(I)	428,939	15,514,853
	(I)	2,351,480	958,161
	(I)	278,000	1,281,592
	(I)	2,046,518	13,396,284
	(I)	463,000	1,322,000
	(I)	1,605,500	8,557,701

FOREIGN COMPANIES

Canada Life	(G)	2,453,382	49,760,497
Confederation	(G)	1,036,593	2,774,029
Crown Life	(G)	3,589,816	7,845,360
Dominion Life	(G)	417,500	349,500
Great-West	(G)	2,249,562	13,616,589
Mfrs. Life	(G)	577,500	980,024
Sun Life	(G)	704,452	2,991,316
Total Ord. '53	(G)	8,564,315	35,552,249
Total Group '53	(G)	5,334,960	9,774,652
Total Ind. '53	(G)	4,509,226	29,239,221
All Classes	(G)	15,398,663	141,713,023
Total Ord. '52	(G)	34	34
Total Group '52	(G)	1,440,827,965	11,352,796,108
Total Ind. '52	(G)	996,045,308	5,893,451,787
All Classes	(G)	386,688,911	2,591,975,110
Total Ord. '51	(G)	2,823,562,184	19,838,223,005
Total Group '51	(G)	1,270,400,868	10,556,692,120
Total Ind. '51	(G)	1,021,491,301	5,214,516,082
All Classes	(G)	301,491,266	2,492,462,498

OHIO FRATERNALS

Alliance of Poles	(G)	392,050	8,272,201
Am-Hung. Cath.	(G)	103,300	1,577,386
Am. Russ. Nat'l. Bro.	(G)	6,500	573,044
Assn. Polish Wom.	(G)	197,900	1,828,530
Bro. Ry. Trainmen	(G)	1,018,361	8,195,408
Cath. Knights, O.	(G)	1,054,285	7,897,094
Cath. Lad's. Colombia	(G)	449,550	7,254,963
Cen. Ver. Sleben	(G)	220,500	4,461,111
Cleveland Hung. Soc.	(G)	12,500	650,000
Czech. Cath. Un.	(G)	51,250	1,645,612
1st Cath. Slo. Un.	(G)	1,353,237	13,895,991
Sons of Italy	(G)	48,000	1,160,943
N. A. Swiss All.	(G)	54,800	872,623
Pilot Mutual	(G)	476,500	664,611
Slov. Mut. Ben.	(G)	48,000	1,861,250
Slov. Cath. Cad. Un.	(G)	19,500	1,714,557
U. & L. Rom. Soc.	(G)	19,500	1,714,557

OUT OF STATE FRATERNALS

Aid Ass'n., Luth.	(G)	3,856,922	35,150,339
Am-Frat. Union	(G)	119,269	2,849,761
Am. Assn. Conn.	(G)	72,500	1,532,488
Ben Hur	(G)	33,000	3,143,400
Cath. Central Un.	(G)	48,300	1,366,677
Catholic Knights	(G)	10,135	823,738
Cath. Knights, St. Geo.	(G)	28,000	668,500
Catholic Foresters	(G)	1,711,400	21,428,311
Croa. Cath. Un.	(G)	161,850	1,463,950
Croa. Frat. Un.	(G)	312,300	8,259,075
Czech Society	(G)	455,644	5,677,715
Evang. Slov. Wom.	(G)	43,750	871,808
Gleaner Life	(G)	911,085	9,815,071
Grand Carniolian	(G)	382,100	8,149,350
Greater Beneficial	(G)	715,250	8,498,576
Greek Cath. Un.	(G)	92,380	4,175,785
Hungarian Reformed	(G)	678,750	8,738,019
Ind. Ord. Foresters	(G)	23,000	1,773,159

Internal Workers	(G)	55,350	7,929,809
Knights of Columbus	(G)	4,563,500	30,670,090
Ladies Cath. Ben.	(G)	1,072,250	14,076,338
Ladies Slov. Cath.	(G)	87,000	1,528,414
Luth. Brotherhood	(G)	3,632,385	22,382,027
Maccabees	(G)	1,130,341	19,267,022
Modern Woodmen	(G)	4,053,222	28,313,385
Nat. Un. Mech.	(G)	29,250	2,655,250
Nat. Soc., Deaf	(G)	52,000	849,050
Nat. Slovak Soc.	(G)	296,250	4,307,155
Pa. Slov. Rom. & Greek	(G)	35,575	887,877
Polish Nat. All.	(G)	704,000	15,057,333
Polish Nat. Un.	(G)	30,400	755,848
Polish Cath. Un.	(G)	146,750	4,634,488
Polish Women's	(G)	84,100	1,337,405
Prot. Home Circle	(G)	1,828,034	22,447,290
Rokoczi Aid Assn.	(G)	282,950	3,133,637
Royal Arcanum	(G)	54,000	1,741,990
R. C., Scotch Clans	(G)	10,250	527,328
Royal Neighbors	(G)	461,000	8,192,728
Russian Brotherhood	(G)	11,950	620,857
Serb. Nat. Fed.	(G)	67,500	1,713,000
Slov. Cath. Sok.	(G)	422,500	5,995,258
Slov. Evang. Un.	(G)	41,500	2,269,228
Slov. Gym Union	(G)	41,900	954,963
Slovene Nat. Ben.	(G)	254,500	9,282,644
Standard Life	(G)	454,924	2,791,514
S. C., Am. Woodmen	(G)	282,389	1,567,773
S. F. W'men Cir.	(G)	220,741	4,411,152
Ukrainian Nat'l.	(G)	298,879	4,320,441
Ukrain. Workmen's	(G)	25,250	890,821
United Russian	(G)	8,000	881,880
U.S. Letter Carriers	(G)	63,500	2,001,529
Unity Czech. L. & M.	(G)	14,500	1,193,022
Verhovay Fraternal	(G)	905,000	11,786,308
Western Bohemian	(G)	61,500	1,227,491
Woman's Ben.	(G)	563,272	11,799,066
Women's Cath. For.	(G)	80,218	1,497,685
Woodmen of World	(G)	444,613	12,391,427
Workmen's Benefit	(G)	74,400	805,473
Zivena Society	(G)	20,600	595,408
Total	(G)	38,128,691	470,378,298

Mutual Fund Sales Off for Quarter

NEW YORK—Sales of new shares by 100 mutual funds in the first quarter amounted to \$190,623,000 as against \$199,926,000 for the corresponding quarter of 1953, according to National Assn. of Investment Companies. However, the first-quarter 1954 sales were considerably up from the last quarter of 1953, when they were \$160,368,000.

Life insurance, with which mutual funds compete for the public's investment money, set a first-quarter record in ordinary, group, and total sales, while March ordinary and total sales set an all-time record for any month.

The mutual fund figures are for the "open-end" type of investment trust. The total net assets of the 100 companies stood at \$4,582,433,000 on March 31, up \$436,372,000 since Dec. 31 and up \$614,090,000 since March 31, 1953.

Trimborn Now Dayton G.A.

Fidelity Mutual Life has promoted Ralph G. Trimborn to general agent at Dayton, with headquarters in the South Main building. He joined the company in 1949 at Philadelphia and was one of Fidelity's 10 leading agents in 1953.

Mutual Benefit Holds Workshop

A three-day property planning workshop, at which 11 company representatives participated in discussions on estate and business insurance problems and employee benefit plans, was held by Mutual Benefit Life in New York City. George B. Gordon, director of advanced underwriting services, and James C. Wiggins, assistant counsel, directed the workshop.

'Search' Program Wins Award

"The Search That Never Ends", the Institute of Life Insurance's mutual network radio program, was awarded a citation by Dr. George S. Stevenson, medical director of National Assn. for Mental Health, for "bravely attacking the superstitions that surround mental illness and for doing a fine job of giving the public the true facts of mental illnesses."

• The Freeman Wood agency of Lincoln National Life at Chicago led all company agencies in paid business for the first quarter. The agency also ranked No. 1 in group and employee benefit sales.

United Air Lines 'Sells' Its Insurance Benefits in Movie

Family and personal security and benefits provided for the 15,000 employees of United Air Lines in its insurance and retirement income program are graphically "sold" in a sound movie now being given premier showings by the company.

Using actual, dramatic cases from the files of United's insurance department, the movie—a 50-minute sound and color presentation entitled "Career"—was produced for United in cooperation with Connecticut General Life, which underwrites the program.

Direct and hidden benefits, including "hidden" wages, are shown in the movie's true life applications of United's model program. The scenes are presented by an all-employee cast performing with the finesse of professional actors.

As a means of explaining the value of a company's insurance benefit program to the employees, the film is the first known production of its type outside the insurance industry itself.

"Career" was written by Charles Palmer, Hollywood scenarist, and produced by Telefilm Productions, Chicago. The production was supervised by Bernard Kovnat, promotion advertising manager for United, with the technical advice of F. S. Wilson, the company's manager of insurance, and S. J. Sherer, insurance claims manager. About three months time was required to produce the film.

After showings before executives and supervisors of United, the film is scheduled for performances for all of United's employees in 80 cities. Wives and other members of employee families will be invited to attend the presentations.

The "star" of the movie is a \$400 a month employee who learns that the company-sponsored insurance and pension plan would cost him an extra \$100 monthly if carried on his own.

Other characters include members of employee families aided by the program in instances of death, polio, tuberculosis, juvenile accidents and even a case of an employee about to receive benefits for dental repairs necessitated by using his teeth to open a beer bottle.

United's employee insurance program, recognized as one of the most extensive in the business world, contains a minimum of approximately \$50 per month in hidden wages for every employee.

The exact benefits for each employee will be shown in individual work forms which are to be presented to each employee as soon as possible after the employee has seen the new movie.

Another means being used by United to dramatize and pinpoint the benefits is a slide rule with which employees can quickly calculate how many additional dollars they would have to earn each month to duplicate the company's life insurance and retirement plans. The slide rule, incidentally, is the result of a suggestion from an employee who received \$500 from the company for his idea.

New Family Income Rider

Columbian National Life has a new family income rider to fulfill the need for income until the policy anniversary on which the beneficiary is 65 (near-

est birthday). The plan is issued for ages 20 through 60, except it will not be written for a period of more than 45 years, nor beyond the policy anniversary nearest the insured's age of 75.

Rothrock Succeeds Donohue at Equitable, 10 Others Advanced

Vice-president William H. Donohue of Equitable Society has retired. Second Vice-president Harry W. Rothrock succeeds him as head of the policy issue and service department.

Mr. Donohue joined the company in 1906, was named 2nd vice-president in 1946 and vice-president in 1952. A Fordham law school graduate, Mr. Rothrock joined Equitable at Spokane in 1929 and became a 2nd vice-president in 1952.

Equitable has also made these promotions in the residential mortgage department—in the home office: M. James Sexton to manager of the sales promotion division; John W. True to manager of the service division; F. N. Gilreath to manager of the new business division; John Novak to chief expediter, and Mrs. Anne Peabody to administrative assistant.

Advanced in the field to residential mortgage supervisors are S. Ralph Hardison, southern department; John Percival, Sacramento; Oscar S. Burnett, Richmond, Va.; and Edward C. Joyner, Raleigh, where Frank P. Deane has been named assistant supervisor.

Competition Will Lead to A&H Improvements, Says E. J. Faulkner

WASHINGTON—"Open, free and keen competition" in opposition to governmentally imposed standard policy forms and regulated premium rates was recommended for improving A&H business by E. J. Faulkner, president of Woodmen Accident, at the insurance and social security luncheon at the annual meeting of the U. S. Chamber of Commerce.

Emphasizing that the improvements cannot be made overnight, he said "those who think that if a thing is good it should be provided now to everyone, do not understand the basic truth that human progress must needs be unending."

He quoted the national chamber's view on the proposed government re-insurance plan and said "unless it were to be an instrument for subsidizing the health care costs of the indigent, it could contribute nothing to the spread of private insurance."

It is the responsibility of the individual to assume the cost of his own health care within his ability to do so, he said, and it is the responsibility of the insurer to provide as much flexibility as feasible in policies and benefits.

The government can provide individual incentive to obtain adequate protection by extending income tax deductibility to A&H premiums, carrying on a sound and progressive public health program, encouraging research and supporting construction of health care facilities.

• *Equitable Society*, which is spending several million dollars to erect a new 26-story office building at San Francisco, has received invaluable unsolicited publicity because of the noise resulting from pounding 125-foot steel piles for the foundation. Local columnists dubbed the pile driver "Alfred the Monster," and the activity became so well known that 10,000 persons attended a "wake" the day the noise and miniature earthquakes were to be stopped.

D. C. Leaders Club Elects

WASHINGTON—The Leaders Club has elected Paul H. Prim, Mutual Life, chairman, Robert P. Gatewood, Lincoln National, vice-chairman, and Ross S. Gleeson, Travelers, Merrill G. Beede, Aetna Life, and Chester H. Miller,

Massachusetts Mutual, executive committee members.

Institute Report Published

The proceedings of the 15th annual meeting of Institute of Life Insurance have been published.



the **1954**
Biennial Convention

held in New Orleans during the last week of April was a reunion of qualified field representatives from all parts of Company territory. It was a time of planning, instruction and review, held in an atmosphere wherein friendliness and common interests added to the pleasures and benefits of all who were present.

FOUNDED
IN 1867
IN
DES MOINES

KEYED FOR
CAREER LIFE
UNDERWRITERS

EQUITABLE LIFE INSURANCE
COMPANY OF IOWA

Just What the Client Ordered!

How many times has a prospective client said to you . . .
"Why doesn't your company come out with one policy to cover all my sickness and accident requirements?"

NOW Illinois Mutual Casualty Company
has a completely different

ALL-IN-ONE POLICY

Covering: • Lifetime benefits for total disability—accident • Five-year benefits for total disability—sickness, regardless of house confinement • Hospitalization • Surgical benefits • Blanket medical expense (accident) • Travel accidents • Accidental death . . . A COMPLETE package of protection.

Add this most salable policy to your sales portfolio. Territories open in: Illinois, Indiana, Ohio, Michigan, Minnesota, Missouri, and Wisconsin.

Illinois Mutual Casualty Co.
(non-assessable)

HOME OFFICE: 411 LIBERTY ST., PEORIA, ILL.

E. A. McCORD
President

C. C. INMAN
Executive Vice-President



Lumbermens offers agents

complete accident and health underwriting facilities

Look to Lumbermens for the best facilities for accident and health lines, from individual accident and sickness policies, through family polio and dread disease expense, to comprehensive group plans, including new Groupac—a pure group insurance plan for employers of from 10 to 24 persons.

Lumbermens' accident and health premiums rank third in the company's total premium volume. And Lumbermens' A&H writings are near the top for all multiple-line casualty companies.

If you would like to represent Lumbermens for accident and health lines, write the Accident and Health department, Mutual Insurance Building, Chicago 40.

Lumbermens MUTUAL CASUALTY COMPANY

Operating in New York state as (American) Lumbermens Mutual Casualty Company of Illinois

James S. Kemper, chairman

H. G. Kemper, president

Mutual Insurance Building, Chicago 40



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Conference Adopts Advertising Code

Role of A & H Needs To Be Told More Precisely: Rietz

Give Complete Text of New H&A Advertising Ethics

Many Eventful Decisions Made at New Orleans Rally

Coverage, and Public's Understanding of It, Must Meet Realistic Principles

The address of President H. Lewis Rietz of H. & A. Underwriters Conference at the annual meeting at New Orleans was a careful and serious resume of the major problems of the business; but Mr. Rietz also had some positive suggestions as to how the industry might set up its own program to demonstrate that the companies are meeting their responsibilities.

The business he said, needs to make a firm statement of position as to the real place of private A & H insurance in the private enterprise system, justifiable economically from family budget considerations. "With it must go a positive delineation between those segments of the population which cannot be reached by a private enterprise insurance mechanism and the vast majority of our population who can best be served by our institution."

The great bulk of the serious problems arise directly from the phenomenal growth of the business, Mr. Rietz observed. From 1935 through 1952, the volume of premiums increased from \$175 million to \$2¼ billion. During the same period there have been rapid strides in medicine producing new forms of diagnosis, surgery and treatment which involve effective but more expensive equipment, drugs and other forms of therapy. Increased hospital and other medical facilities, as well as inflation, have had an impact on the aggregate cost of medical care. With this is combined a greater public knowledge of health problems, educational campaigns for early diagnosis and treatment, and full employment at record earnings so that the public can demand more and better medical care.

Public desire has been aroused for pre-payment of some or all of the cost of medical care, and the private enterprise system, through the insurers and Blue Cross and Blue Shield, has moved aggressively to meet it.

"As has been almost universally true of rapidly changing conditions," Mr. Rietz said, "there have been occasions where individuals or companies sought self-gain and personal profit without adequate regard for the basic obligations to the public. Rapid growth in the business as a whole has unfortunately attracted a few to engage in loose advertising and other questionable practices." While this represents a minor segment of the total business, he commented that some element of the public has been attracted to what appeared to be cheap plans, failing to realize that the apparently low premium could only provide limited benefits. There have been disappointments and resentments with respect to such coverages. "Public knowledge of insurance against the costs of medical care

(CONTINUED ON PAGE 34)

NEW ORLEANS—Text of the new "ethical standards" for advertising as adopted Wednesday by members of H & A Underwriters Conference, is given below. In a preface to the code, it is noted that insurers have a responsibility "to hold firmly the highest ethical and moral standards". The standards are directed to individually underwritten business, more than 50% of which is handled by conference members.

It is not intended that insurers should limit their advertising efforts or methods, the newly adopted code states, but it is intended that the spirit of the ethical standards should control the practices in advertising not directly considered by the standards in the code.

Advertising is defined as including printed and published advertising matter and descriptive literature used in newspapers, magazines, circulars, booklets, form letters, and radio and TV scripts.

The code sets up "basic ethical standards" as:

1. Advertising must be truthful in fact and in implication.

2. Advertising should not have the capacity and the tendency to mislead those to whom the appeal is being made.

The "special ethical standards" set up are:

Advertising which is likely to be seen or heard beyond the geographical limits of the insurer, as pertains to jurisdictional licensing, should indicate such limits. Direct mail insurers should indicate the base of their operations and carefully avoid implying "nation-wide" licensing.

Advertising should avoid the discrediting of competitors directly or indirectly.

No insurer's advertising of a policy or plan of insurance should tend to confuse those to whom the appeal is being made by the adoption or use of a name or symbol or both closely akin to one previously popularized by hospital or medical service associations.

The insurer should in all its advertising make its identity clear.

In advertising a particular policy or plan of insurance already in existence, expressions which imply it is an introductory offer or an initial offering to the public should be avoided.

In advertising a particular policy or plan of insurance, such expressions as "no medical examination required", should be avoided unless no health

condition is considered in underwriting or unless it is made clear that a statement of health condition is required.

In advertising a particular plan or policy, there should be no implication that applicants become "group" or "quasi-group" members and as such enjoy special rates or underwriting privileges, unless such is the fact.

When details of benefits in a particular policy or plan are set forth, the insurer should indicate in good faith the limitations, restrictions, and exclusions relative to the policy or plan. In such advertisements, the insurer shall indicate that prior origin conditions are not compensable by the advertised policy or plan unless such is the fact.

In advertising a particular policy or plan of insurance available to persons relatively young and relatively old alike, and/or a policy or plan wherein the premium is not subject to change, the insurer should carefully avoid implying that coverage would be continuous at the discretion of the insured throughout the age spread or premium paying period described unless the policy is noncancellable and guaranteed renewable for the indicated period.

When advertising any policy or plan or benefits contained therein, care should be exercised to avoid implying that the policy or plan is guaranteed renewable at the discretion of the insured, unless such is the fact.

The advertising of particular hospital or medical policies or plans shall indicate dollar limits of benefits where applicable, and time limits of benefits where applicable, in lieu of or in conjunction with descriptive words which might imply "full coverage" for all expenses normally related to hospitalization or medical care.

When advertising a policy or plan of insurance, an insurer should not use testimonials, or dollar amounts of claims paid, or numbers of persons covered, or similar statistics, unless such testimonials are genuine and such statistics are accurate, nor imply that such testimonials or statistics are derived from the policy or plan advertised unless such is the fact.

Dollar amounts used in advertising to indicate the benefit payments should be typical as to benefits covered, rather than unusual.

Limited benefits and limited policies should not be advertised as being comprehensive.

Scherr Succeeds Rietz as President, Watt to on Deck Spot

By JOHN C. BURRIDGE

NEW ORLEANS—H&A Underwriters Conference took strong affirmative action at its annual convention here to get on the record with a philosophy of the business. A code of ethical standards of advertising was adopted unanimously by a rising vote of applause. The constitution was amended so as to give the executive committee power over accepting or terminating membership of companies in connection with the code; announcement was made of plans to establish a Washington office, and steps are being taken to coordinate closely the activities of the conference and Bureau of A&H Underwriters.

Decisions on these activities were made Wednesday afternoon as the conclusion to almost a full day of serious introspection during which a number of speakers diagnosed the causes of the attention, mostly unfavorable, the industry has received in the last several months.

To conclude the Wednesday session, the conference elected J. W. Scherr Jr. Inter-Ocean, as its new president, and Frank S. Vanderbrouk, Monarch Life, as chairman of the executive committee.

The advertising code, referred to by several speakers as the most progressive step the conference has taken in many years, sets up two "basic ethical standards" and 14 special standards. It has been in the mill for about six months, having been produced as a project of the business standards committee, which has been nearly inactive until recently. Mail order, life, casualty, and specialty insurer representatives had a hand in its organization. Text of the code is given in an adjoining column.

The conference put some sharp teeth in its advertising code by amending its constitution so as to restrict membership to companies meeting ethical advertising standards, and to terminate membership for those operating contrary to the objectives of the code. Such a statement is now included in the article on "objectives and purposes".

The amendment to membership adds this provision:

"Provided the company or association conducts its affairs in such a manner as to bring credit and respect to itself, the conference and the business of A&H insurance".

As to tenure of membership the constitution is changed to provide that:

"The membership of a member may be terminated by the executive committee, provided that the executive committee finds that the said member has willfully violated such ethical and moral standards of operation as

(CONTINUED ON PAGE 33)

NEW OFFICERS ELECTED

President, Joseph W. Scherr, Jr. Inter-Ocean; first vice-president, Paul W. Watt, Washington National; second vice-president, Theo P. Beasley, Republic National Life; secretary, J. Eugene Taylor, National Life and Accident (re-elected); executive committee chairman, Frank S. Vanderbrouk, Monarch Life.

New members of executive committee: Harry J. Stewart, West Coast Life; George N. Watson, Crown Life; J. W. Joanis, Hardware Mutual Casualty; Arthur J. Lindsley, Benefit Assn. of Railway Employees; Neville J. Pilling, Zurich; H. Lewis Rietz, Lincoln National Life; T. A. Sick Security Mutual Life of Lincoln.

EARLE BENNETT STRESSES CIVIC ACTIVITY

Good Community Relations Ranks High in Making Agent a Success, Conference Told

Community relations can be the most important item in the success or failure of any salesman, Earle R. Bennett, general agent at Tampa of Provident Life & Accident, told H & A Underwriters Conference at its New Orleans meeting. He said the impression the public has of a company is gained by contact with its agent on a local basis and not by how big the company is or where it is located.

Mr. Bennett has a notable record as a participant in civic affairs, and in 1952 was chosen by the Tampa Junior Chamber of Commerce as the outstanding young man of the year. He has taken time to make addresses throughout the state, mostly on accident and health insurance or a related subject; but this activity, he said, seldom if ever interfered with personal production. "As a matter of fact, my records show that at the time I was most active in civic work, my personal production was at its highest." He was president of the Florida Assn. of A&H Underwriters in 1948 and 1949, and in addition was chairman of the local polio foundation, a director of the junior chamber of commerce, partici-



E. R. Bennett

pated in several civic drives, and at the same time achieved his highest personal production.

Some of the finest business in the agency was obtained through social and civic contacts, he declared.

When he was chosen the outstanding young man of the year, Mr. Bennett said he received publicity for the A&H business that cannot be bought at any price, because he was always referred to as "Earle R. Bennett, Tampa insurance man."

The A&H business faces the most challenging job of public relations that has ever confronted any business, Mr. Bennett said. Magazines and newspapers print adverse publicity nearly every day, while the industry's side of the story is never printed because it is not sensational enough to be newsworthy in the opinion of most editors. Paid advertising will not do the whole job, and Mr. Bennett said that leaves just one thing—public relations. By public relations, he explained he has in mind personal contact on the local level.

It can be nothing but a help to a company or agent when a newspaper article refers to a producer as a representative of such and such an insurance company, chairman of the Red Cross drive, Community Chest or the cancer drive. "I have had the happy experience many times of meeting a prospect and having him say to me: 'I remember seeing your picture in the

paper as chairman of the polio foundation, and I think you're doing a grand job.'"

Many of the results of civic activity are intangible, but Mr. Bennett said over the years they build up good will for the agent and company, and for the industry as a whole.

Most companies, however, do not encourage their men to be active in civic work, and some actually discourage such activity. Mr. Bennett said that is his one criticism against the companies in their public relations. This is a shortsighted attitude, he commented, because being a good citizen in the community and doing a good job with public relations in the long run will help buy more business than anything else.

Aside from civic work, Mr. Bennett said there are many other items that enter into an agent's relations with his community—his appearance, character, business ethics, his service. In his relations with his community, possibly the most important item is the understanding he has with his own policyholders. It is just as easy to give a policyholder a little added service that isn't expected and make him a friend and word-of-mouth advertiser as not, he said.

The policyholder who has had enjoyable dealings with his A&H insurance man doesn't write complaining letters to newspapers or desire compulsory health insurance. "There is so much to be done in public relations in our business, and particularly on a local level . . . you just can't decide where to start. Therefore, the best thing to do is to take advantage of every situation that confronts us and do the sort of a job that will make ev-

eryone we come in contact with a friend."

Mr. Bennett said he is primarily an A&H man, and he gets one of his biggest gripes from hearing agents say: "I am a life insurance man, or a casualty insurance man, and I don't mess around much with accident and health insurance, but if you want it, I can get it for you." This agent is doing as much to hurt the business as any single factor, he said. The A&H man should believe he is rendering a service to the public. When he is making a talk, Mr. Bennett said he makes it a point to announce that he is selling disability insurance, and he suggested every company furnishing calling cards or letterheads to agents should have printed on them something to the effect that the agent makes A&H insurance a specialty.

Mr. Bennett offered what he considers the most important points for an agent in establishing good relations with his community:

1. Sell the business in such a way the policyholder knows what he is buying as well as what he is not buying. Business ethics rank high when it comes to building esteem in a community.
2. Service the business. Prove to the public that the A&H man has the welfare of the policyholder at heart.
3. Be as prominent in civic activities and community affairs as possible. Contacts made in this work earn the esteem of co-workers and get more favorable publicity than money can buy.
4. Belong to a church. Church activities are highly important.
5. In all contacts, the agent should announce unhesitatingly that he is a salesman of A&H insurance.



THE MAGIC WORD IN

COMPLETE COVERAGE

Complete personal protection is a must in our present way of living, and your prospects are the first to realize it. They recognize the value of their pay checks, just as agents recognize Inter-Ocean as the magic word meaning complete coverage: Life...Hospital... Medical and Surgical Expense . . . Income Protection.

Ever since 1903, Inter-Ocean has offered complete personal protection based on modern ideas.

INTER-OCEAN

INSURANCE COMPANY
CINCINNATI 2, OHIO

COMMERCIAL • WEEKLY PREMIUM • ORDINARY • GROUP

EARN MORE IN '54

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My Pop Works for Combined...

When I Grow Up I Will Too!



W. Clement Stone, President

5316 N. Sheridan Road

Chicago 40, Illinois

Activities of Hospital Commission Reviewed in Detail by C. Manton Eddy

The activities of the Commission on Financing of Hospital Care were interestingly spotlighted at the H&A Underwriters Conference meeting by C. Manton Eddy, vice-president and secretary of Connecticut General Life. Mr. Eddy has been a member of the commission since December of 1952.

The commission was established in late November, 1951, under the au-

best systems of payment for such services," Mr. Eddy said. It has been created as an independent, non-governmental agency with full authority to report its findings and recommendations directly to the American public. It was expected the program would require a period of two years. The financing of the project, which reached a total of \$556,000 in contributions, was provided by grants from the Blue Cross Commission, Health Information Foundation, John Hancock Mutual Life, W. K. Kellogg Foundation, Michigan Medical Service, Milbank Memorial Fund, National Foundation for Infantile Paralysis, and Rockefeller Foundation.

The project, Mr. Eddy noted, was a natural companion to an earlier study of the Commission on Hospital Care which had reported in 1947 its findings with respect to the evaluation of the general hospital's function as a community institution and its role in the care of all types of illness.

Prior to establishment, the speaker said there had been a preceding interval of perhaps some two years in which the organizing and financing of the commission was being considered. During 1952, the commission staff conducted its survey and public hearings in order to determine appropriate areas of study. It became apparent as the year progressed that the business of health insurance was an important area from which commission members had not been drawn. The membership of the commission otherwise covered a



C. MANTON EDDY

spices of American Hospital Assn. "to study the costs of providing adequate hospital services and to determine the

PIONEERS IN INCOME PROTECTION

► **Non-Cancellable, Guaranteed Renewable Sickness & Accident Income Protection and Family Hospitalization**

► **Participating Life Insurance**

► **All Forms of Group Insurance**



Expanding Business Provides Openings for Qualified General Agents. Full Time Representatives Only.

JOHN M. POWELL, President • FRED R. HENNIG, Agency Vice President

LOYAL PROTECTIVE LIFE INSURANCE COMPANY
BOSTON 15, MASSACHUSETTS



Roy A. MacDonald of the H & A Underwriters Conference staff shown at that group's New Orleans convention with R. C. Knoblock, Washington National; J. E. Hellgren, Lumbermens Mutual Casualty, and Mrs. MacDonald.

very complete range of interests. Members were drawn from the general public, from public life, and from the general educational field; from the medical profession representing private practice; medical education, and public health; from hospital administration and from hospital trustees; from social and welfare work; from the fields of Blue Cross, Blue Shield and health cooperatives and from industry and labor. The one member with life insurance background had a distinguished record of service as a hospital trustee.

The addition of people with a background of experience in health insurance to the commission and to its consulting groups, Mr. Eddy observed, was a very beneficial step in giving balance to its work.

By the start of 1953, according to the speaker, the commission's areas of study had crystallized into three important projects: (1) Prepayment and the community; (2) Financing hospital care for non-wage and low-income groups; (3) Factors affecting the costs of hospital care. Commission members were divided between three task forces to each of which was assigned one of these areas of study. Insurance was represented on each of these task forces both through commission membership and through the consultants group.

Remarking that prepayment is obvi-



Mr. and Mrs. G. O. Pauley were among the nationally known A&H personalities attending the H & A Underwriters Conference New Orleans meeting. Mr. Pauley is the conference's retired managing director and now serves as consultant.

ously an area in which insurance people are greatly interested, Mr. Eddy said their somewhat belated entrance into this study area is perhaps puzzling. "It was apparently due in part to an earlier lack of comprehension of the extent of insurance that is underwritten by the private insurance companies against the cost of hospital care," he opined. "It may be that it was also due to a questioning of the effectiveness of insurance and of a belief that where there was insurance there were wide gaps between the costs of hospital care and the benefits payable by the insurance."

In any event, Mr. Eddy said before 1952 was ended the commission officially established its position that the definition of prepayment includes all areas of protection where there was advance budgeting—private insurance, Blue Cross, health cooperatives, and so forth. Also, as a matter of principle it was established that under prepayment there were a variety of approaches—that some of them envisioned full payment for a variety of specified services and others envisioned fixed amounts of payment which might be less than the full costs of certain services.

Mr. Eddy said it was recognized that the approaches were different but it was also recognized in principle that both were acceptable. "It was, however, indicated that an approach which provided less than the full cost of services was acceptable in relation to public need only if it met what was termed, 'an adequate portion' of the hospital bill. No attempt was made to define precisely what 'an adequate portion' might be."

"Solutions of the problems of the non-wage and low-income groups are obviously not easy to find," Mr. Eddy stated. "The numbers of the so-called medically indigent are not known and perhaps can never be determined. It is likely that the group is a fluid one, changing in size and type by time and areas. A very important conclusion of the commission, however, was that assistance should start at the local level and move from there to a state or federal level only when the community found itself unable to meet the problems on its own. There was much feeling in the commission that local areas could do much more than they were doing and that a challenge to the community could produce surprising results."

"There was particular emphasis that federal funds not be used except in

(CONTINUED ON PAGE 32)



Shown at New Orleans A&H rally, Mrs. W. G. Alpaugh, Jr., W. G. Alpaugh, Jr., of Inter-Ocean; Paul V. Miller, Employers Reinsurance, and E. H. Brewer, Republic National Life.



Two H & A Underwriters Conference conventioners, Charles N. Walker, Lincoln National Life, and James Smith of the West Virginia department.



L. L. Phelps and Charles G. Ashbrook of North American Life of Chicago, pictured at the annual meeting of H & A Underwriters Conference.



Mrs. Pearson, Kenneth Pearson of Hardware Mutual Casualty of Wisconsin; Mrs. R. A. Dreis; R. A. Dreis, St. Paul-Mercury Indemnity, shown at New Orleans A & H gathering.



Pictured at the H & A Underwriters Conference rally are Mrs. J. M. Penrith; Mrs. Thomas Henahan, Thomas Henahan of United of Chicago, and J. M. Penrith of United.



Mulling over some of the problems discussed at the New Orleans A&H meeting are A.L. Kirkpatrick director of the U. S. Chamber of Commerce insurance department, and Howard Brower of American Medical Assn.



Earle R. Bennett Jr., general agent of Provident L. & A. at Tampa, a speaker on the H & A Underwriters Conference program shown with James Powell, vice-president of Provident.



Attending the A&H sessions at New Orleans this week are Mrs. G. R. Jordan; Mrs. A. P. Dowlen; George R. Jordan, Republic National Life; A. P. Dowlan of Great National Life of Dallas.



Taking a respite between business sessions at the H & A Underwriters Conference parley are J. C. Earle, Beneficial Standard Life; A. B. Hvale, Continental Casualty; W. F. White, Mutual Benefit Life; Albert Pike, Life Insurance Assn. of America.

British Columbia Trials With Compulsory Offer Example for Strange Speculation

An interesting commentary on government intrusion into the group business was supplied members of H & A Underwriters Conference at the New Orleans meeting by G. N. Watson, group manager and actuary of Crown Life of Toronto. He said the alternative to failure of the business to supply all, or nearly all, of the public with coverage seems to be only a compulsory government plan. Mr. Watson outlined what has happened in this respect in British Columbia, remarking that the latest developments there have not been commented upon to any extent, but they offer some range for speculation.

The British Columbia government in 1948 decided to provide hospital insurance to all residents on a compulsory basis. A premium was set up which was to be adequate to cover hospitalization and perhaps even make a profit. It was so low that no private company could compete, and even Blue Cross was eliminated. The government found out in due course that the premiums had to be increased and that there had to be introduced a coinsurance provision. It was also discovered that it was a practical impossibility to collect premiums compulsorily from all of the people. There had to be a mechanism to deal with delinquents who refuse to abide by the law and pay.

The amount of individual premium was not large, and the nature of the program was humanitarian, so that it was incongruous to take court action against individuals for their own presumed good. Faced by this problem, the

government which introduced the legislation fell, although that was not the sole reason, and a new government decided the plan ought to be made voluntary. This did not work, so the plan was made compulsory again. The second government found it could not abide by its election promise to eliminate court actions or to compel payment of delinquent premiums, so the latest step is to completely eliminate the premiums and replace them with an increased sales tax, calculated to cover the cost of hospitalization.

Mr. Watson, commenting on this action, said it means essentially that anyone can go to a hospital in British Columbia. There are no legal requirements in regard to residence, and as a practical matter it is difficult for the government to prove whether any particular entrant to a hospital is or is not a resident of the province and therefore, entitled to free hospitalization. The result is that anyone entering a hospital is compelled to pay only \$1 a day for hospital treatment at public ward rates, or if receiving semi-private or private accommodations they pay in addition the difference between the ward rate and a semi-private or private room rate.

This essentially reduces the situation in British Columbia to the point where there is no real hospital insurance at all, and the companies may even resume the sale of hospitalization there to cover a part or all of the actual expense incurred, finding themselves insuring at an expense level in effect about 15 years ago.

"This means that a compulsory plan passing through the various stages... eventually cancels itself out, although in a way which is politically acceptable. Eventually the way is made clear for the insurance company to reenter the picture although on a much lower scale of benefits." Mr. Watson said that although he was anticipating future developments in the province, it is possible to gather from this example the conclusion that a compulsory government plan has within it the seeds of its own destruction which may come in a surprising form.

The group business as run by the private companies, is handled with enthusiasm and by people whose morale is high, Mr. Watson said. One of the reasons for this attitude is the growth of the business. Even though it has had a tremendous expansion, there is still the need for getting the maximum number of people covered. Mr. Watson explained it is one thing to persuade government leaders that the private companies can provide what is required, but it is another thing to carry out the undertaking. The insurance method cannot possibly reach an entire people, and even if it could, the system of insurance on a voluntary basis depends on the individual decisions of many persons, and some of those decisions must be negative.

Thus, only a proportion of the population that can apply for insurance can possibly be covered. Regardless of how the difficulties are overcome, Mr. Watson said not more than 85% of the population applying for insurance will get it. This means that the effective percentage of the population that will actually be covered, taking into account what might be called medically indigent, over-age or those others who cannot be insured, is not in excess of 75%.

Using the 75% as a criterion, he said in the field of hospital insurance over 90% of the goal has been reached in the northern states, but something under two-thirds in the west and south. There is still a tremendous job to do in regard to medical, surgical and loss of time coverages.

One recent development that might be helpful, he suggested, is the package plan. Package sales of group will allow the companies to reach readily into the small group or in areas where group men seldom go.

Reinsurance Bill Would Override Uniform Law

The standard provisions committee, of which Dudley Porter, Jr., of Provident L. & A. is chairman, reported on its continued efforts to assist the industry and conference staff to secure the enactment of the uniform individual A & H policy provisions law. The uniform bill was enacted into law during 1954 in Arizona, and Kentucky and Massachusetts.

The Massachusetts statute does not contain the autopsy clause, and reduces the time limit on certain defenses in renewable policies, and the contestable period in non-cancellable policies, from three to two years.

The reinsurance bill now pending in Congress might have an important effect on standard provisions in health insurance policies, the report said. Section 303(a) would authorize the Secretary of Health, Education & Welfare to prescribe, as a condition to approval of plans submitted for reinsurance, "...reasonable requirements, provisions, or limitations...for all carriers or particular classes of such carriers, or for all or particular classes of health service prepayment plans or policies or

Ohio Reported Taking Action on A&H Ads

According to a recent Scripps-Howard newspaper article, "Ohio has in full swing today a 'get tough' program to protect health and accident insurance buyers from being duped by slick sales talks and misleading advertising."

"The state's insurance division has quit merely warning salesmen to stick to the fact in their pitches to customers. Instead, when a disgruntled buyer signs an affidavit complaining of an agent's misleading tactics, the agent is called to a formal hearing before Insurance Superintendent Walter A. Robinson. If the complaint holds water, the agent can lose his license to sell in Ohio," the article continues.

"Already, two insurance sellers have gone before the commissioner, who now is drawing up decisions in their cases. The third man has been given 30 days to answer a hearing on complaints from two persons to whom he sold policies. If he doesn't request the hearing, he'll automatically lose his license."

Alluding to previous Scripps-Howard attacks at A & H business, the article states: "Complaints poured into the state insurance division after the Scripps-Howard newspapers published, late in February, a series of articles on the slick sales talks and 'gimmicks' used in the highly competitive health and accident field."

The article goes on to say that by April 1 the Ohio department had received 116 complaints against 33 of the 226 companies licensed there, with 63 of them involving just 3 companies. It adds that the department's action on the 116 complaints resulted in:

"Companies paid claims to 37 persons after differences were threshed out with the help of the division; fifteen persons got refunds of premiums they had paid to companies; in 52 cases where the companies had refused to pay claims, the state division investigated and advised the complainants to sue the firms; four complaints that salesmen had misrepresented policies resulted in action to have hearings on whether the salesmen should keep their licenses, and eight other complaints are pending while the division seeks more information."

Included as other steps in "the get tough" program, Scripps-Howard mentioned: "1. A continuing check with FTC on complaints it receives against companies operating in Ohio. 2. Regulation or advertising. The division doesn't attempt to control ads that say, in effect, insurance is a good idea and no home should be without it. But when a company begins advertising specific benefits at specific prices, it must state the number of the policy it is talking about. This rule went into effect March 15."

The article concludes that at the suggestion of Gov. Lausche, the division is also studying whether the next Ohio legislature should be asked for law changes to help keep the less reputable insurance companies in line.

subscriber contracts issued pursuant thereto..." It is clear that with reference to health insurance policies coming within the scope of the reinsurance bill, any policy provisions promulgated by the Secretary—standard or otherwise—would override and overrule any conflicting provisions of the uniform bill.

FEDERAL LIFE REPRESENTATIVES

Have A Special Coverage To Offer—

THE SECURED INCOME PLAN

IT PROVIDES . . .

NON-CANCELLABLE GUARANTEED RENEWABLE
SICKNESS AND ACCIDENT DISABILITY INCOME

Hospital Benefits

Dismemberment Benefits

Natural Death Coverage

Double Indemnity

Waiver of Premium

★ Also a complete line of Life and A&H
Policies . . . Hospitalization Policies . . .
Group Insurance

WRITE FOR DETAILS

FEDERAL LIFE INSURANCE CO.
CHICAGO, ILLINOIS



Strong Progressive



Sees Need to Keep in Close Touch with Government on A&H

Thore Tells H&A Conference the Business Cannot Afford to Remain Aloof

How the A&H business can maintain a healthy attitude toward a growing intimacy with the federal government was discussed by Eugene M. Thore, general counsel of Life Insurance Assn. of America, at the annual meeting of H&A Underwriters Conference at New Orleans. Much of the necessity for this intimacy, he said, stems from the fact that Congress has a sincere concern with insurance as one aspect of the problem of the nation's health and mainly with the quality of medical care itself and the ability of various segments of society to meet the cost of such care.

"When a business such as insurance becomes active at the federal level, it must consider carefully what it is doing. Reckless action can not only wreck a good program, but more serious, it can destroy prestige. Seeking immediate advantage may later prove disadvantageous. Too much activity can become irritating and can alienate Congress," he said, urging achievement of "a delicate balance which takes into consideration all factors. Such a course should not ignore the long-range objective of achieving the best possible relationship between your business and the national government. This goal should never be traded for temporary gains, nor ignored under any conditions."

There are two approaches the business can take toward the federal government, he said. One is vigorous opposition to any bill that extends government activity into an area the business may serve. "This philosophy is administratively simple to apply."

The other rejects a policy of unswerving opposition, because that philosophy frequently rules out the possibility of working with government in shaping legislation so that the areas of government competition will be at a minimum. "A business that continuously negates all welfare legislation without offering constructive suggestions may sterilize its persuasive powers and cease to find acceptance in Washington."

He charged with an attitude of "patient inevitability," those who await materialization of a national health program with the feeling that only its form and time of adoption remain unresolved. There is mounting evidence that what has happened in the health field during the past year should be viewed as an early phase of a long-range social development which will continue to gain significant force; not as a series of unrelated incidents arising out of the turmoil of Washington politics.

"If you accept this view, it follows that voluntary health insurance must gird itself to face in a realistic and constructive way the challenges that will inevitably emerge."

Life Insurance Assn. of America would have benefited by establishing Washington representation following the decision of Southeastern Underwriters Assn. in 1944 that insurance is

commerce, he said. In that way his association would now have ten years' experience in the capital instead of four. "Your decision (that of H&A Underwriters Conference) comes even later, but in my opinion not too late."

Up until 1953 the A&H business had little to do with Congress, the federal legislation, he said. Then these things happened: Investigation by the House committee on interstate and foreign commerce to determine what Americans could do to insure themselves against the rising cost of medical care; hearings before the chairman of the Senate judiciary committee on practices of A&H companies, and finally, testimony by A&H officials before the Senate and House on the administration bill to provide federal reinsurance of A&H plans.

Concurrent with this Washington activity came the industry's decisions to form a joint committee on health insurance, to recommend a sound position on the reinsurance bill, and to establish a D. C. headquarters. Mr. Thore, in describing his own association's legislative record in Washington, indi-

cated how the pressure of events in that city had changed its attitude from detachment to one of active participation in many areas. Here, he said, are the aims of his association's Washington office, forged from that experience:

"Providing our business with information on Washington developments, alerting it to current events as well as long range trends; providing the government with a source of information regarding our business and liaison with it; making recommendations to the business on pending federal legislation; assisting industry committees in the preparation and presentation of testimony before congressional committees; cooperating with Congress and the administrative agencies in reaching sound decisions on legislation; assisting with public relations activities under the direction of a representative of the Institute of Life Insurance, which maintains an office with us in Washington."

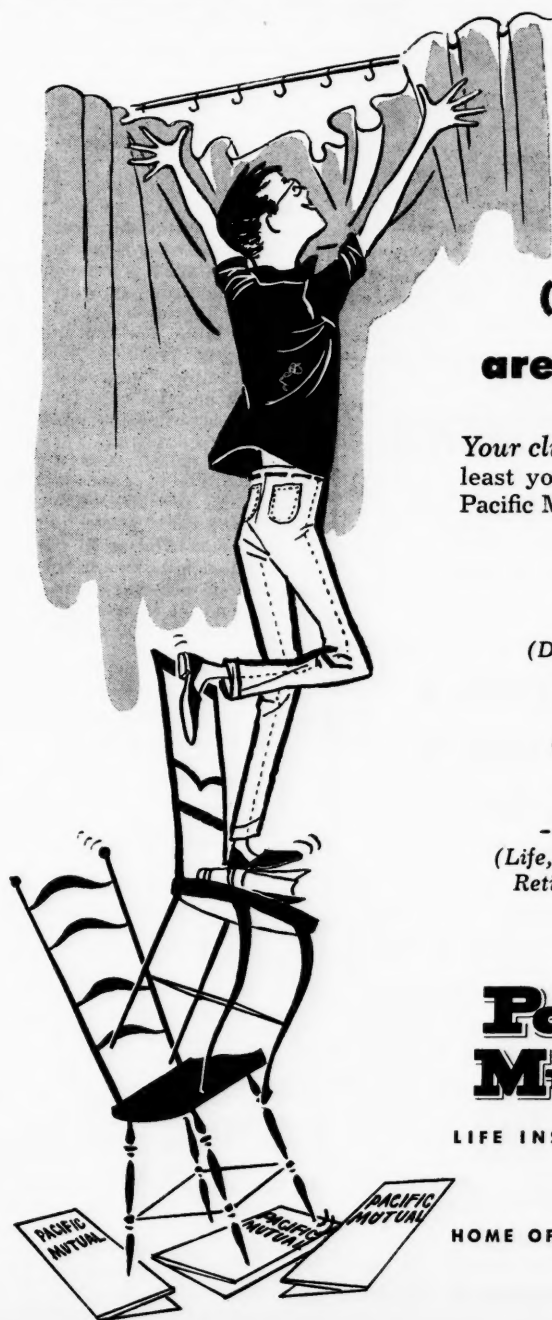
These functions are supplemented by coordination with other associations, research on legislative proposals and trends and activities in regard to

tax controversies affecting policyholders and beneficiaries.

It is therefore necessary, he repeated, that the basic philosophy adopted with respect to objectives contain a sound attitude toward government, for this will simplify policymaking and implementation of decisions and "your Washington efforts are more likely to succeed."

Group Meeting Sets Record

The annual group meeting this year was attended by more than 400 people, the largest attendance ever, G. N. Watson, Crown Life, said in his report. One of the innovations was a series of 10 breakfasts, 5 on each of the two days of the meeting. These breakfasts were undoubtedly the chief cause for the increased attendance and the many favorable comments as to their value. Each of the breakfasts had an attendance of between 12 and 50 and the committee arranged that in each case there would be a discussion leader. The discussions were recorded by a stenographer and a summary of this discussion, leaving out the names of individual companies or the men involved, was later delivered to the general meeting by the discussion leader.



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(and casualties)
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(Disability Income, Hospital, Nurse,
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(Life, Accident & Health, Hospitalization,
Retirement, Profit Sharing Programs)

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LIFE INSURANCE COMPANY

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Reviews Activities of Hospital Commission

(CONTINUED FROM PAGE 28)

what might be termed dire necessity when it had been conclusively proved that local or state funds were insufficient or unavailable. The use of federal funds for experimentation for new approaches to the old problems was not frowned upon but it was emphasized that whenever federal funds are employed, their use be under the direction of local authorities. There was continued emphasis that funds from private sources—endowments and private charity—must not be minimized; that while passage of time and a changing tax structure had created problems

as to such sources, the sources were still of great importance and should not be derogated or ignored.

"The careful reader will note a variation in the language of the recommendations for the different classes that are identified as either non-wage or low-income. The recommendations as to the temporarily disabled group amount to saying that the problem may be solved in large part through waiver of premium provisions for disabilities up to one year and through more liberal and more comprehensive benefit provisions."

As to the medically indigent group,



Considering some of the problems of the A&H business at the New Orleans meeting are: J. M. Wickman, Mutual of New York; C. D. Scott, Great American Reserve of Dallas; E. H. Brewer, Republic National, and R. C. Williams, also of Mutual of New York.

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Underwriters Conference for continued
success.*

MINNESOTA COMMERCIAL MEN'S ASS'N.

PAUL CLEMENT, Sec'y & General Manager

2550 Pillsbury Avenue

Minneapolis 4, Minn.



R. A. McCord, Illinois Mutual Casualty; Mrs. R. A. McCord; Mrs. E. A. McCord; E. A. McCord, president of Illinois Mutual Casualty pictured at New Orleans A&H convention.

Mr. Eddy pointed out the recommendations indicate the need of funds from other sources and the use of funds for direct payments to the hospitals on a reimbursable cost basis until satisfactory methods are achieved for utilizing the prepayment mechanism for this group.

For the unemployed group, he said the language of the recommendations changes to read, "The problem of financing hospital care for this group might be substantially reduced by a combination of the following", and the two devices are a waiver of premiums provision and the payment of premium as part of the unemployment compensation benefits. For the aged and the permanently disabled the language again is similar, "improved methods of financing hospital care for this group might be accomplished by a combination of the following." The two methods are the encouragement of employers to continue benefits for retired employees and the utilization of federal OASI for hospital protection for needy beneficiaries. The word "needy" is a most important one in this text and only by its use was a strong division of opinion able to be resolved. Even so this part of the text received a strong dissent.

The approach to the problems of groups dependent on public aid was similar to that used for the medically indigent, he explained.

Mr. Eddy called attention to the fact that the language used in the text ranges from positive recommendations to suggested possibilities. "I would like also to point out that the text emphasizes the use of private or public funds on a direct payment basis although it endorses experimentation to see if it is practical to use such outside funds through the prepayment mechanism.

"In the study of the factors affecting the costs of hospital care the problems were ones which lay more in the field of hospital and medical functioning and not of insurance procedures. Of particular interest to us is the emphasis on the improvement of admission and discharge procedures so that the period of hospitalization is a necessary one. There is emphasis on better accounting procedures and on relationship of charges to costs. Particularly is there emphasis on utilization of outpatient facilities when in-hospital treatment is not needed.

"We are all conscious of the fact that insurance that provides benefits in the hospitals but not out of the hos-

pitals may tend to promote in-patient use and thereby unnecessarily increase the aggregate cost of hospital care. The problem is one of which insurance people are not unaware. It is one of which the hospitals and medical profession are cognizant. As insurance people, we can do a public service by surveying the problem and finding solutions."

Within the commission there are necessarily many different viewpoints, Mr. Eddy said. At all times, he added, it was evident that there was complete agreement on the fact that the chief concern of the commission was in the public. The public interest came first—the interest of doctors, hospitals and prepayment agencies were necessarily subordinate.

"I was impressed by the extensive thinking that the public interest as well as the hospital interest was served by provisions which left no bill to be paid by the patient at the time of hospital care. The belief of insurance men that full service may compound the aggregate cost of hospital care does not gain ready acceptance. The acceptance that there can be a gap between the bills and the insurance benefits is given somewhat grudgingly and only with the insistence that too big a gap is essentially bad. There is very little ac-

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ceptance of the fact that a little insurance is better than no insurance at all, that even a little insurance may by its existence reduce the need for charity or assistance.

"There is very little acceptance of the belief that over-utilization and abuses will be controlled except through the doctors.

"I point out without discussion these matters as I found them, with the comment that now perhaps it points the way to the need for better public education on the part of the insurance people.

"There is one facet to the report that I particularly want to emphasize. There is discussion of community responsibility and of the joint responsibility of the doctors and the hospitals and the prepayment agencies to improve existing situations and to gain more desirable goals. That involves, I know, better understanding with each other and with the public. It involves closer working relationships by the hospitals, doctors and prepayment agencies. Insurance people have made great gains in ten years time in their working relationships with other interested parties. I think those efforts should not be slackened as there are further gains that can be realized."

Nebraska Suit May Settle Liability in A&H-VA Cases

A final answer to the question of liability of A&H insurers for payment of claims of ex-service men treated in Veterans Administration hospitals may result from the suit brought against St. Paul Mercury-Indemnity at Lincoln, Neb., by the VA, C. C. Fraizer, conference general counsel, said in his annual report.

VA has been "skirmishing" with the companies over payment of non-service connected disabilities for some time, Mr. Fraizer observed, and has made demand for payments running into thousands of dollars. The companies have contended they are not liable.

Mr. Fraizer said this is not a problem of public relations as such. It is a matter of relations with government, but the public is not involved in any manner—the veteran receives his treatment at VA expense, and the VA makes claim for reimbursement. There is nothing unethical in refusal to pay such claims, he added. The veteran signs a pauper's oath before going into the VA hospital.

At Lincoln, the VA sued St. Paul Mercury for recovery of \$5,000 involved in a polio policy, and the conference has intervened as amicus curiae. A less important case has been filed at Denver; but Mr. Fraizer said the St. Paul case may straighten out the issue once and for all.

The conference performs a unique function in the A&H business of serving as a rallying place for the formation of industry wide programs and the crystallization of viewpoints of all types of insurers, John P. Hanna, managing director, observed in his report. Conference membership includes assessment companies, fraternal, reciprocal, casualty, life and specialty insurers, he pointed out, but they are able to come to agreement on matters of mutual concern by reason of having a meeting ground.

There is a "vocal minority" of persons in the country who would like to substitute their own system for that

of private insurance, Mr. Hanna warned. They do not have the ear of legislators yet; most persons in state and federal government, as well as most of the public, simply are not informed as to the workings of A&H.

H&A Conference Adopts Advertising Code

(CONTINUED FROM PAGE 25)
the executive committee may have previously promulgated and published, or provided that the executive committee finds that said member has conducted its affairs in a manner inconsistent with any of the objects and purposes of the conference."

Membership also is to be terminated automatically if the company disposes of a "substantial portion" of its A&H business, or if there is a change in ownership, management or control of the company.

In preparation for adoption of the advertising code and the implementation of it through a stronger control over membership eligibility and tenure, the conference spent the whole morning Wednesday listening to four speakers describe in a strictly factual way the current impression of A&H insurance on the part of the press, the public, the government, and insurance commissioners. This job was handled by Eugene M. Thore, general counsel of Life Insurance Assn. of America, Frank S. Vanderbrouk, president of Monarch Life, Robert H. Rydman, associate general counsel of the conference, and Jarvis Farley, secretary of

The story has to be told by the business, and there isn't a great deal of time in which to get it done, he said. A&H insurers may have done a good job, but further improvement is needed if criticism is to be stopped.

Massachusetts Indemnity.

Their talks were given in an executive session, and the speakers were in a position to lay their facts on the table. They all stressed the need for some sort of program to counter an already bad reaction to the business, plus some action to put the business in a favorable light and make it better understood. This was a matter as Mr. Rydman described it, of painting a canvas black, and not one of the speakers failed to do this, although at the same time each suggested some possible course of action.

Mr. Thore invited in a forceful way the conference in conjunction with the bureau, to set up a Washington office. LIA has plenty of space in its own D.C. headquarters to accommodate a representative and staff of the A&H business, he said. The LIA staff will be glad to lend assistance and provide a guide through its own experience.

Mr. Vanderbrouk helped pave the way for speedy adoption of the advertising code by describing the attitude newspapers and magazines have been taking as concerns A&H. He men-

tioned the conference has accumulated more than 400 clippings on A&H in the last year, very few of which are complimentary.

In his discussion of the position of insurance departments, Mr. Rydman outlined the political pressures exerted on the commissioners to take action when newspapers or vocal representatives of the public raise a howl about alleged "swindling" practices, or cancellations or other such matters.

Mr. Farley said the two worst problems are those of post claim underwriting and advertising, and he reviewed some of the possible solutions.

E. J. Faulkner, president of Woodmen Accident, who acts as the clean-up hitter, so to speak, for the conference after a heavy session of speeches, rounded up the ideas and told in detail what is being done by the inter-industry trade committee recently organized at Washington. It is this committee, having as one of its primary functions the setting up of some overall program and vehicle for carrying it out, which is working in parallel with the planning committee of the conference and the bureau. The numerous problems besetting the business offer an opportunity to go ahead, Mr. Faulkner declared. The business has the chance to move ahead with new ideas, new programs and plans.

E. A. McCord, president of Illinois Mutual Casualty, as chairman of the business standards committee, had the assignment of presenting the advertis-

(CONTINUED ON PAGE 38)

UNITE with United

Fastest Growing Company of Its Kind in America
Our Most Successful Year was 1953

Life Insurance in Force.....	\$357,303,971.00
Commercial A & H Premium Income	\$ 7,759,183.97
Industrial Premium Increased on Yearly Income Basis.....	\$ 3,796,000.00
Total Income Increased	\$ 6,686,911.00
For a Total Income of.....	\$ 38,390,145.00
Surplus to Policyholders.....	\$ 5,573,224.74



Ten-Year Phenomenal Growth
1943 — 1953

INCOME

1943—4,262,556.00
1945—7,361,535.00
1947—12,691,135.00
1949—17,796,175.00
1951—22,653,709.00
1953—38,390,145.00

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Licensed FROM COAST TO COAST in 39 States and the District of Columbia

UNITED INSURANCE COMPANY

HOME OFFICE

CHICAGO, 5



A & H Role Needs**Precise Defining: Rietz**

(CONTINUED FROM PAGE 25)

has not kept pace with public desire for such protection," he pointed out.

The business has to accept a large measure of responsibility in this area. Mr. Rietz asserted. The satisfaction of rapidly increasing premium volume has lulled many executives to feel the public was satisfied with the system and the service. Little effort has been made to create real public acceptance and understanding of the business, and recently there has been a rash of articles critical of the business which have had their adverse impact on a part of the public.

"We cannot much longer delay a strong and effective program supported by all responsible elements in the business to tell the story of the real achievement that has been the overall history," he said. With this must also come a broad program to create a sounder public concept of the proper place of insurance in the medical care field.

Labor unions dealing with A&H

problems sometimes distress the company people with their complete disregard for basic concepts or their lack of understanding of them, but Mr. Rietz said responsible executives in business often have the same lack of understanding. Labor is asking for a positive health insurance program and it is comprehensive, including preventive care, benefits for home, office and clinic, full family coverage with full payment for all services, plus the principle that the cost to the individual bear a direct relationship to his income. It is because of this kind of thinking, among other things, that a firm statement of position is needed as to the real place of private A&H insurance, Mr. Rietz said.

With preoccupation on growth alone, there have been uneconomic practices. He mentioned "speculative benefits," which he called a prize for a loss sustained in an unusual and very infrequent manner. This represents a small proportion of total premium volume, but it has little economic justification in the light of real insurance needs. Such benefits have brought criticism, and it is substantial criticism in rela-

tion to the value of the benefits as a sales tool. "Should we not now accept the responsibilities of maturity and eliminate all such benefits which cannot stand the crucible of real economic justification?" he asked. "Must we not also test in that crucible all benefits now offered for small losses which can be more economically handled by direct payment from family budget than by any third party payee?"

The business needs the courage and conviction aggressively to sell coverages which will apply premium money most effectively to protect against significant losses rather than applying the premium to relatively minor and easily handled small expense. The case against full coverage with its multitude of small claims is so simple and understandable in an economic way that it will be accepted if told forcefully and directly with sufficient frequency over a reasonable period of time, he said.

There is no master stroke that will create public understanding and acceptance of the basic principles of insurance in the medical care field, the one for which direct payment from family funds is economically more desirable. It rather will come about only through a continuing unified effort by the industry, Mr. Rietz said. Major medical expense, still somewhat in the experimental stage, moves in this direction. The deductible and coinsurance features deny the pretense of coverage for small costs, acting as a deterrent to needless utilization with resulting excessive charges.

The comprehensive nature of major medical is a substantial attraction, and Mr. Rietz wondered whether the deductible or coinsurance features could not be applied to less comprehensive forms such as hospital and surgical benefits in such a way as to result in more effective use of the premium while still affording ample protection. "Does not coinsurance, coupled with an initial waiting period of six months or longer for an impairment known to exist at date of issue afford a vehicle for broader, more aggressive experimentation in the substandard field?" he asked.

In a free enterprise system each company has the right to select its market and to decide what it will offer, but Mr. Rietz said the present high public and political interest in the A & H business almost demand that the industry as a whole does not have such a right of choice. There has to be made available broad, economically sound insurance for everyone who can qualify financially and otherwise for the coverage.

"The basic justification of all private business is to fulfill human needs and desires. The real objective of our business must be fulfillment of the need and desire of our people for sound protection against real financial burdens due to accidents or sickness. We have accomplished much of this basic objective, yet we find ourselves subject to a rising tide of adverse publicity and criticism. It is not sufficient to dismiss such publicity and criticism as based on insignificant percentages of the insurance in force, or a desire to attract headlines even at the expense of fairness or through a desire to promote political philosophies contrary to our basic democratic concepts. Nor can any of us excuse them on the grounds that the other fellow is guilty and we are innocent."

Top management of every company in the A & H business needs to re-

examine the entire operation against the background of an industry obligation, Mr. Rietz asserted. The reexamination should not be limited to benefit patterns, but should take in the use of exceptions and reductions, underwriting and renewal underwriting, claim practices, sales techniques, and the consideration of whether the company is fulfilling its proper place in the overall obligation of the business.

Of equal if not greater importance is the necessity to develop broader and more effective institutional representation for the business. Mr. Rietz mentioned the usefulness of H. & A. Underwriters Conference as a gathering place, but he suggested it might have been too self-contained, reacting defensively when necessary without having an affirmative means of telling its own story and of putting across the obligations to be accepted by the insured.

Company management must provide strong support for such a program. Finances are important, but ranking higher than this is the high standard of business conduct.

Bureau of A & H Underwriters, which in the past has had an independent membership roll from the conference and with which there has been competition and differences, has substantially the same aims and goals as the conference, Mr. Rietz said. There has been an increasing duplication in the membership and a closer relation between the organizations, and today one of the means of achieving more effectiveness is a coordination of activities between the bureau and the conference. A committee on such coordination has already been set up which will try to eliminate duplication of time and effort on matters in which both organizations have interest. There is another committee recently organized to study the overall problem of a realignment of trade association functions and responsibilities in the A&H field, and Mr. Rietz said this group will cover the areas of broader inter-company activities in the insurance department, legislative, public relations and educational fields and undertake to outline any new structure they feel desirable.

These two committees will not necessarily do parallel work, and Mr. Rietz admitted that while it seems the companies have mounted two horses and are riding toward different objectives, it is fully realized there is an alternative nature in the projects. Yet it is agreed that both must be ridden until one proves the ability to win the support of responsible executives and companies to the exclusion of the other.

Mr. Rietz urged that whatever proposals and recommendations may ultimately be presented must be reviewed with the statesmanship and maturity "the business now so urgently needs and whatever plan may be adopted for implementation be supported with all the vigor of courage and youth."

To Publicize Education Opportunity

Reporting for the education committee, W. J. Huggan, Progressive Life of New Jersey, chairman, said enrollment in the H. & A. Underwriters Institute course of only 25 students is considerably under what the number should be. The conference has 200 members, and the committee plans to prepare material for distribution to advertise the course and encourage greater company interest. A subcommittee with F. S. Talbot of Old Line Life as chairman has been formed and is working on revising the A. & H. primer.

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Mac Donald Spells Out Attitude Needed by A&H Insurers, Williams Reviews PR

The reports of Roy A. MacDonald, director of company relations, and James R. Williams, director of public relations of H&A Underwriters Conference before the New Orleans annual meeting added emphasis to the heavily accented theme of this gathering, that A&H insurance has to sell itself on the scores of both principle and service to the public.

Mr. MacDonald said the business has been challenged with "lightning rapidity" by dangers which would destroy the business as now constituted. At the same time, the entire scope and outlook of A&H has been changed because new avenues of coverage have been opened up and the companies have gone ahead to explore them.

Perhaps some in the business would give in to such outside forces, feeling that in the long run they would have to anyway. This type of pessimistic thinking, Mr. MacDonald said, can spread and destroy the business from within. He vouchsafed that the problem is not the challenges facing the business, which can be met, but the pessimism within.

The suggestion has been made that procedures of the past are wrong—that radical change must be made. Mr. MacDonald said he feels most of the current business practices are basically sound and good. They are time-tested, and the companies would do well to stick with present principles until any new system has been proved better.

Destructive competition can destroy the confidence in A&H, Mr. MacDonald warned, if the business is to continue to receive respect it must warrant it through its actions. The companies must hold to the established good practices and discard the bad, he said.

Mr. Williams, describing the current status of A&H public relations at the conference participates in them, mentioned the proposed program developed by Verne Burnett, who recently joined Health Insurance Council as public relations consultant. A program is being developed aimed primarily at doctors and hospitals, and initially it will be in the nature of a description of what insurance companies do, how they operate, what insurance is and what it is not.

Because of the inter-relationship between insurance and providers of health service, it is felt that the doctors and hospitals should be the first target of public relations. Not only will this tell the story, but the information will indirectly seep into other public channels, he said.

The conference on its own has carried out the liaison and contact program with doctors and hospitals with some success, Mr. Williams said. Members of the staff have participated in several meetings with state and local medical societies, and a recent scorecard shows 60 appearances of A&H people before formal meetings of doctor and hospital organizations.

The manual of A&H insurance is being edited by Mr. Burnett and will be available for people concerned with research, writing and speaking either in or out of the business. Then there will be pamphlets and articles especially written for certain groups such as doctors' secretaries, hospital administrators and other personnel who make daily contact with insured persons.

The conference last year developed

some publicity for general consumption, and among this were two publicity stories, one entitled "How an Accident Got Into Business" and the other "How to Buy Health Insurance." These stories were mailed to all types of magazines and newspapers, and up to the week before the meeting the conference had received more than 70 inquiries for the story.

Conference members have participated in meetings sponsored by such groups as Commission on Chronic Illness, American Assn. of Medical Clinics, National Assn. of Clinic Managers, Missouri Health Council, Tennessee Medical Society, Harris County Medical Society and others. All of these groups are intensely interested in health insurance, but Mr. Williams said they have "an almost appalling lack of knowledge and understanding about A&H insurance as written by insurance companies. It is important that these groups... receive the cooperation of the A&H business if we are to stay in the forefront."

Reports Five Major Projects of Underwriting Committee

C. M. Barry, Ohio State Life, chairman of the underwriting committee of H & A Underwriters Conference, in his report reviewed five projects of this group.

The underwriting forum at Chicago in November was increased to a two-day session and a new high in attendance was recorded, 278 participating. The next forum will be November 15-16 at the Roosevelt hotel in New Orleans, and the program is completed for this and most of the speakers have been obtained.

A. M. Hansen, Mutual Benefit H. & A., is in charge of a subcommittee on revision of the underwriting report, which has not been changed since it was originally published in 1949.

Another subcommittee completed its work last year on the new occupational classification manual. This was in charge of J. T. Helverson of Washington National.

J. M. Wickman of Mutual Life of New York, is chairman of a subcommittee studying the feasibility of underwriting sub-standard A&H, and Mr. Barry reported a new subcommittee has just been appointed with John Conover of Guarantee Mutual Life as chairman to revise the A&H Underwriting Handbook for agents, which has not been changed since 1935.

Cost Committee to Expand

Expansion of the activities of the conference cost committee was indicated in its report. Gordon M. Grady, Monarch Life, chairman, commenting on the first home office cost forum conducted at Chicago in October, said the attendance was in excess of 150, and of those attending, 71% replied to a questionnaire that they would like to see such meetings conducted annually.

Also in the questionnaire it was shown that 79% of conference companies answering have no formal cost program, indicating that the committee can make a contribution by directing its efforts toward developing material of value to the companies contemplating setting up formal cost programs or in the process of inaugurating such programs.

The committee during the year explored the possibility of coordinating its efforts with similar committees and other organizations, and steps were taken to establish a joint Life Office Management Assn.-H&A Underwriters Conference cost committee.

Another Step Forward

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New York

H&A Conference Adopts Advertising Code

(CONTINUED FROM PAGE 35)

ing code. His report came after the conference had adopted the constitutional change as to membership, which was presented by Jarvis Farley, chairman of the membership committee. Mr. Farley said his committee did little last year to recruit new members for the conference, concentrating instead on setting up a standard of membership which would reflect the aims of the organization. A restatement of conference objects and purposes is called for, he remarked, in view of the size and social significance of the business and the criticism it has lately received.

Plans to integrate any and all functions of the conference and Bureau of

A&H Underwriters were described by Robert R. Neal, North American Accident, planning committee chairman. It is intended that through this committee a Washington office will be set up, he explained, and beyond that the committee is making progress in reducing duplication of work carried on by the two organizations. For example, it is intended to combine several of the meetings of the conference and bureau, among these being the underwriting and group meetings. This will eliminate much duplication of effort and cut down on travel time and expense for those companies belonging to both organizations. As to committees, eventually there will be a merging of all

committees except those internal ones having to do with such things as finance or organization management.

L. B. Soper, New York Life, chairman of the bureau governing committee, was asked by Mr. Neal to comment from the bureau standpoint on these plans, and Mr. Soper said it is regarded as a necessary thing that should have been done some time ago. There is agreement between the bureau and conference members, he said, that this is a long overdue project.

This was the first time the conference has had its annual meeting in the deep south, and the turnout was excellent. Bad weather the first day cancelled plans for the scheduled golf tournament, but the boat rides for non-golfers were jammed.

The business sessions started Tuesday with the formal reports of H. Lewis Rietz, Lincoln National, the president, and members of the conference staff. G. Manton Eddy of Connecticut General Life reported on the work of the commission on financing of hospital care. That afternoon there were addresses by Rafael C. Goyenche, Port of New Orleans, G. N. Watson, Crown Life, and Earle Bennett, general agent of Provident Life & Accident at Tampa.

A highlight of the meeting on the less serious side was the tour Tuesday afternoon of the imposing home office building of Pan-American Life, followed by a reception on the company's patio. Crawford Ellis, the president, helped guide the several hundred company men and their wives through the building, which incorporates every modern feature combined with striking architectural design and interior decorating. Pan-American does a large South American business and has to maintain a translation department which goes over incoming mail from South America and translates it into English before it reaches the addressee. It also translates mail for South America into Spanish. There are 30 people engaged in this procedure. They also handle policies, medical reports, etc.

Pan-American's home office is considered one of the four outstanding architectural achievements of the last two or three years, and one of the results of such accomplishment is a large number of visitors. The building has become one of the attractions of New Orleans.

After the long executive session Wednesday, there was some relaxation at the president's reception and the banquet. The half-day Thursday session included talks by Justin Wilson, safety consultant, and B. N. Woodson, president of American General Life.

Registration for the meeting began Monday morning, and the program called for an afternoon of golf, or for non-golfers a sightseeing boat ride. Rain and general bad weather conditions cancelled the golf altogether, resulting in more demand for boat tickets than could be accommodated. In the evening there was a reception at one of the patios in the French quarter, and this had the effect of reviving the spirits.

Mr. Rietz got the business sessions off to an official start with his presidential address Tuesday morning, and this was followed by reports from members of the conference staff. Before the speakers got underway, however, Mr. Rietz was presented a gavel by James E. Powell of Provident Life

and Accident as a token of appreciation for his year of service, and Mrs. Rietz received a giant bouquet of roses, Mr. Scherr making this presentation.

Joseph W. Scherr, Jr., the new conference president, is executive vice-president and secretary of Inter-Ocean of Cincinnati. He attended Kenyon college, graduating in 1929 as a bachelor of philosophy. He served as executive committee chairman of the conference last year and is chairman of the information and publications committee of Health Insurance Council.

His business career started in 1929 when he joined Underwriter Printing & Publishing Co. In 1931, Mr. Scherr joined Inter-Ocean, becoming assistant secretary in 1939 and vice-president and secretary in 1946. In 1948 he was elected executive vice-president and secretary.

The new conference executive committee chairman, Frank S. Vanderbrouk, is president of Monarch Life. He graduated from Yale University law school in 1931. He was a lieutenant in the navy during the war.

Mr. Vanderbrouk's insurance career began in 1934 when he was claim adjuster and attorney for Aetna Casualty. In 1936 he went with Prudential as home office representative, joining Monarch Life in 1938. He was made executive vice-president of that company in 1948 and president in 1951. He has been a leader in conference activities for several years, and last year was 2nd vice-president. He has been a member of the executive committee and chairman of the public relations committee. He also served on the disability insurance coordinating committee.

Coordinating Unit Reports

A report of the most recent meeting of conference members with representatives of International Assn. of A. & H. Underwriters was contained in a report of the Disability Insurance Coordinating Committee of which R. L. Paddock, Time, is chairman.

At this meeting in Chicago, the agents emphasized their desire to help in legislative matters locally. It was also brought out that the agents felt the business has a deficiency in the field of public relations. Agents do not have the finances to carry on a full scale program, and feel that the company organizations should take leadership to develop a program with the agents furnishing manpower to assist.

Publish A&S Book

Accident & Sickness Insurance, a book sponsored by the S. S. Huebner Foundation for Insurance Education, has been announced by University of Pennsylvania Press. Edited by Dr. David McCahan, executive director of foundation and president of the American College, the volume includes discussion of the various health case coverages as well as insurance coverages for replacement of income lost through disability.

The House committee on interstate and foreign commerce has released a 700-page study, *Health and Maternity Insurance Throughout the World*, which deals with the principal legislative provisions in this field in 48 countries. Carl H. Farman of the Department of HEW prepared it.

• Arthur I. Combs, who has been assistant regional group manager for Occidental Life of California since 1944 has been promoted to associate regional group manager at San Francisco. Mr. Combs joined Occidental in 1937 as assistant to the group secretary in Los Angeles.

WANT ADS

Rates—\$18 per inch per insertion—1 inch minimum. Limit—40 words per inch. Deadline 5 P. M. Friday in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

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To direct and develop Accident & Health operations in Home Office of an Illinois stock company, writing A. & H. insurance exclusively. Must be a practical man of vision, courage and administrative ability with a strong record of sound accomplishments in the A. & H. field. Prefer age 35-50. Attractive salary to right man. Give details of qualifications. Replies will be held in confidence.

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Immediate openings available for two (2) student actuaries in long established consulting actuarial firm. Opportunity to become familiar with corporation pensions, municipal pensions, life insurance company operations and punch card procedures. Applicants should be students but not necessarily Associates of the Society of Actuaries. Salary open. All replies will be treated in confidence. Address Y-90, The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

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If you have had five or more successful years of life insurance selling, age 28-45, college education, and would like to be district manager for a successful life insurance company selling ordinary only, in a Texas or Louisiana City, we have the position you want. Good agent's contract, good manager's contract, salary, office, secretary, and override commissions. We have complete training program and are interested in career underwriters only. Give full history of self—address, telephone number, and experience background. Your reply will be kept strictly confidential. Box Y-77, The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

HOME OFFICE GROUP CLAIMS MANAGER

HAVE you had home office Group claims experience—both Life and A & H? ARE you capable of managing the entire claims section of the Group Department of a substantial west-coast company? CAN you supervise, plan and coordinate a country-wide Group claims operation? IF SO, and you are age 30 to 40, write in confidence to Box Y-56, The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

SUPT. OF AGENCIES SEEKS COMPANY CHANGE

Desires connection with aggressive life company. Under age 45. Successful record. Experience covers life, group, credit, A. & H. Address Y-94, The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Illinois.

EXPERIENCED STOCK SALESMAN WANTED FOR SOUTH DAKOTA

Mutual Insurance Company converted to Stock. Have plenty of Policyholder leads. New Expansion Program. Can make \$1,000 a week or more. Top Commission. Write or phone Atlas Life Insurance Company, Rapid City, South Dakota.

NEWS OF FRATERALS

Lutheran Brotherhood Passes Half-Billion Dollar in Force Mark

Lutheran Brotherhood, which will hold its annual agency convention at the Edgewater Beach hotel, Chicago, May 26-28, has passed the half-billion-dollar mark of insurance in force.

During 1917, its first year, the organization wrote \$793,500 in insurance. It took 27 years to reach the first \$100 million of insurance in force, but only a little more than a year to complete the fifth \$100 million.

Since organization, Lutheran Brotherhood has expanded operations into 29 states and Canada, with a total membership exceeding 200,000. Two of the original directors, J. A. O. Preus of Chicago and Herman L. Ekern of Madison, Wis., have continued actively with the organization. Mr. Preus is chairman and Mr. Ekern is president emeritus.

The society this month opened its first Pacific coast mortgage loan office at Seattle, expanding its facilities in the west to include the financing of homes as well as churches. Palmer S. Simonson, a graduate of Concordia College, Moorhead, Minn., has moved from Fargo, N. D., to manage the new Seattle office.

Lutheran Brotherhood in 1953 had new business of \$30,465,320 and has assets of \$84 million.

Reveal Royal Neighbors Supreme Camp Plans

Plans are nearing completion for the supreme camp of Royal Neighbors of America, to be held June 21-25 at Buffalo. About 300 persons, including 200 delegates, elected at recent state camps, are expected to attend.

A highlight of program will be an address June 23 by Alden C. Palmer, chairman of Insurance R. & R., Indianapolis. He will speak on "Fraternal Life Underwriters: Walk Tall."

Business sessions will be devoted to consideration of constructive measures for the advancement of the society as a fraternal life insurance enterprise; an election of officers for a 4-year period, and amending the by-laws.

Maccabees Name Twogood

Rollen B. Twogood of Fort Dodge, manager in Iowa for Maccabees, has been elected to the board, filling a vacancy which has existed since the death of H. S. Hudson of Oregon more than a year ago.

Mr. Twogood has been in field work for the Maccabees since 1937, starting as a district manager in Idaho. He was named Iowa manager in 1940.

W.B.A. Has Wis. Parley

MILWAUKEE—The Wisconsin division of Woman's Benefit Assn. held a state convention here with several hundred delegates in attendance. Miss Agnes Koob, Port Huron, Mich., national president, was guest of honor at a dinner.

Agenda Given for Fraternal Actuaries Chicago Meeting

The program has been completed for the meeting of Fraternal Actuarial Assn. June 2 at the Edgewater Beach hotel, Chicago.

Following the business meeting and remarks by Daniel D. Macken, Woodmen of the World, Omaha, association president, greetings will be extended by Richard C. Guest, Massachusetts Mutual Life, president of Society of Actuaries.

A paper on the use of data processing equipment in the life insurance business will be presented by A. E. Feige of IBM. Robert H. Taylor and Herman Taylor, consulting actuaries at Cedar Rapids, respectively will discuss "A Method of Calculating Cash Refund Annuities" and "Report of Blanks Committee".

Previous papers to be discussed include one by Ingolf Lee, assistant actuary of Lutheran Brotherhood, on "Some Applications for the Electronic Calculator", and by Frank E. Gerry, consulting actuary at Springdale, Conn., on "Logical Steps in the Preparation of the New Fraternal Annual Statement Blank."

Topics of current interest scheduled for discussion include:

1. What elements of expense ought to be put into column 4, fraternal, of exhibit 5? If there are elements of expense that should be apportioned in part to fraternal expense and in part to insurance and/or investment expense, what methods of apportionment are available?
2. May the total of column 4 of exhibit 5 differ from the total of column 10 or its equivalents on page 5?
3. What factors should be used in arriving at an answer to question 7 on page 12? Does this question serve any useful purpose?
4. Should the column headings of the "analysis of operations", page 5, be changed so as to provide an analysis strictly by line of business or is the present admixture of the fraternal fund and the line of business concept satisfactory?
5. What difficulties are met in distributing premium income by funds and/or line of business in the "analysis of operations"? What methods other than that of a serialism distribution are available?
6. What changes in accounting procedures are desirable to facilitate the completion of the next annual statement?
7. What problems not raised above were encountered during the completion of the 1953 annual statement?

Certificate Provisions
1. Is Automatic premium loan a desirable provision for fraternal insurance contracts? Should it be regarded as a "non-forfeiture option"? In view of the fact that the standard non-forfeiture law applicable to commercial life insurance companies pertains to paid-non-forfeiture benefits, making no reference to automatic premium loans, what steps should be taken to avoid conflicting legislation applicable to fraternal societies?

Underwriting
1. What new developments are there in the field of occupational classifications?
2. What factors should be considered in the reinstatement of certificates now on extended term insurance?

A&H Insurance
1. What has been the experience of those societies that have entered the A&H field within the past five years?

High A.O.U.W. Agency Post Goes to Francis Smith

Ancient Order of United Workmen has advanced Francis W. Smith to superintendent of agents for Kansas. He formerly was home office general agent for A.O.U.W. at Newton, Kans.

Jewell Returns to Gleaner

Ross A. Jewell has been appointed state manager for the central section of Michigan at Lansing for Gleaner Life. Formerly with the company, he has headed his own general agency for several years.

Show Rhode Island New Business and in Force for 1953

Shown herewith are the amounts of life insurance issued in 1953 by life companies doing business in Rhode Island, and amounts of insurance in force at Dec. 31, 1953. Total insurance in force in Rhode Island for the companies listed below at Dec. 1, 1953, amounting to \$1,749,567,528, compared with \$1,632,958,132 a year earlier.

ORDINARY BUSINESS		
Acacia Mutual	946,678	8,537,935
Aetna	1,745,165	13,816,715
Bankers, Iowa	156,000	156,000
Bankers National	214,346	2,356,166
B. A. R. E.	3,000	2,000
Berkshire	489,657	3,808,609
Boston Mutual	2,137,765	11,389,618
Columbian National	831,333	5,971,013
Conn. General	2,235,146	21,930,293
Continental	2,900,220	16,070,382
Continental Assur.	233,000	1,306,435
Credit, O.	4,193,928	3,284,513
Empire State Mutual	27,511	919,531
Equitable Society	1,757,982	28,712,596
Expressmen's Mutual	2,500	52,000
Farm Bureau, O.	1,137,434	4,112,727
Farmers & Traders	83,020	246,118
Federal L. & C.	268,135	586,852
Fidelity Mutual	790,654	12,548,239
Franklin Life	596,819	904,632
Guardian	341,310	2,236,433
John Hancock	32,128,314	218,243,454
Home, N. Y.	212,900	5,114,582
Lincoln National	2,694,077	23,806,223
Mass. Mutual	4,581,246	52,762,927
Metropolitan	26,138,558	255,424,257
Minnesota Mutual	43,988	260,187
Monarch, Mass.	600,484	3,707,162
Mutual Benefit, N. J.	1,965,254	24,823,410
Mutual, N. Y.	2,262,701	23,444,499
National Trust	624,320	16,789,207
National, Vt.	1,225,302	11,375,121
New England Mutual	3,500,018	32,165,607
New York Life	3,574,706	36,351,887
No. Am. Acc., Ill.	263,785	1,020,607
Northwestern Mutual	2,395,943	47,074,785
Occidental, Cal.	4,074,888	7,027,937
Old Rep. Credit	2,087,977	2,062,997
Paul Revere	1,080,093	7,480,729
Penn. Mutual	1,727,933	14,234,682
Phoenix Mutual	2,551,833	26,679,683
Provident L. & A.	1,896,984	4,587,964
Provident Mutual	699,688	9,111,209
Prudential	17,875,137	105,031,690
Puritan, R. I.	2,468,732	14,781,639
Security Mutual, N. Y.	1,095,894	1,837,705
State Mutual	1,213,642	13,690,753
Sun Life, Canada	1,541,590	13,688,040
Travelers	2,468,732	22,652,098
Union Central	1,666,416	5,843,105
Union Labor	250	77,750
Union Mutual	226,313	3,405,535
United Benefit, Neb.	1,174,540	8,233,897
United L. & A.	4,296,761	11,221,403
U. S. Life	262,237	2,088,734
Washington National	5,629	929,168
World	451,190	591,975
TOTALS	\$153,192,549	\$1,159,563,408

GROUP BUSINESS		
Aetna	1,050,597	24,376,400
Bankers, Iowa	68,000	68,000
Bankers Security, N. Y.	262,993	157,796
Columbian National	216,146	883,250
Conn. General	1,249,827	10,069,660
Continental Assur.	2,316,376	5,600,070
Credit, O.	1,278,750	1,278,750
Empire State Mutual	9,000	76,000
Equitable Society	4,806,205	38,876,961
Farm Bureau, O.	7,000	21,000
Guardian	7,000	21,000
Home, N. Y.	62,618	62,618
John Hancock	5,021,649	27,788,168
Lincoln National	60,105	822,263
Mass. Mutual	195,363	1,553,790
Metropolitan	6,034,505	66,131,071
Minnesota Mutual	30,000	157,000
Monarch, Mass.	49,000	49,000
New England Mutual	1,055,500	1,184,000
New York Life	407,854	443,360
Occidental, Cal.	45,688	584,146
Paul Revere	500	111,500
Provident L. & A.	155,000	155,000
Prudential	2,064,305	5,437,696
Puritan	1,512,650	3,382,250
Resolute Credit Life	156,728	1,099,961
Security Mutual	188,000	923,000
State Mutual	588,649	2,590,123
Sun Life, Canada	1,018,334	3,431,195
Travelers	2,174,512	51,081,382
Union Labor	1,188,400	5,984,900
Union Mutual	7,000	119,500
United Benefit, Neb.	26,500	26,500
U. S. Life	184,989	680,325
Washington National	1,321,376	3,269,612
World	23,000	27,000
TOTALS	\$34,740,628	\$259,389,777

INDUSTRIAL BUSINESS		
Boston Mutual	1,754,698	11,533,435
John Hancock	14,207,470	125,620,736
Metropolitan	10,358,204	144,312,308
Prudential	4,442,281	49,145,906
Washington National	500	1,958
TOTALS	\$30,763,153	\$330,614,343
GRAND TOTALS	\$218,696,330	\$1,749,567,528

● Baltimore Life has appointed as district managers J. Wilford Houseman, Baltimore, Joseph B. Skrinak, Butler, Pa., and James W. Bloomfield, Lancaster. They have been home office supervisors.

Alvin Schnese Heads Accountants Assn.

Alvin Schnese, statistician of North American Accident, was elected president of Insurance Accounting & Statistical Assn. at the annual conference at Dallas. About 1,000 representatives of the 603 member companies attended.

Life insurance men elected include Paul Judah of Business Men's Assurance, G. W. Thompson of Acacia Mutual and Rodney Wilcox of Connecticut General, Vice-Presidents; Charles Andrew of Jefferson Standard Life and Ernest McCandless of United Benefit Life, directors.

There were more than 100 small workshops on life, fire, casualty and A&H during the convention.

Ohio National Transfers

H. D. Tracey to Des Moines

Ohio National Life has appointed H. D. Tracey general agent at Des Moines.

Before joining the company, Mr. Tracey had experience as a district manager for another company. In 1951 he was made supervisor of Ohio National's central division at Lansing, Mich. This division encompasses Michigan, Illinois, and Indiana. He is a graduate of the LIAMA agency management school.

Cal.-Western Life Stages

Group Sales Conference

California-Western States Life staged a sales conference at Arrowhead hotel near San Bernardino, Cal., for home offices and field group personnel. President Robert E. Murphy and Chairman O. J. Lacy attended.

Speakers were Carl Fenner, assistant superintendent of group sales; Milton Chaurier, 2nd vice-president and group actuary; Clint Hamilton, director of sales promotion, and Marcus Gunn, vice-president and chief actuary. Milton Monasch, an insurance consultant, also was on the program.

Gould Now Agency Head in Mich. for Wis. National

Wisconsin National Life has appointed J. O. Gould general agent at Pontiac, Mich., for Oakland county and vicinity.

Mr. Gould has been assistant manager in that area for eight years for American National.

Opens Dallas Loan Office

Prudential is establishing a new regional mortgage loan office at Dallas to serve north central Texas, Arkansas and southeast Missouri. The office will open within the next four months. U. C. Bird, regional manager at New Orleans since 1950, will be in charge. Robert Intow, who has headed the service office at Dallas, will become production manager.

Give Bagot's Background

Robert E. Bagot, new vice-president of Texas Prudential of Galveston, for more than 20 years was in field sales positions for John Hancock Mutual. He started in the business as an agent at St. Louis. A few months ago he was advanced to 2nd vice-president by John Hancock.

● Fidelity Interstate Life of Philadelphia has been admitted to Louisiana to write life and A&H.



Rollen B. Twogood

Sales Ideas That Work

Gives Pointers Based on Work Habits of Six Metropolitan 'Millionaires'

How several of Metropolitan Life's million-dollar producers maintain that production rate was explained by John J. Gill, assistant vice-president in the company's field training division, at the Connecticut sales congress at New Haven.

One of these millionaires concentrates on young doctors and professional men. He gets a reputation for giving good service and that leads to more sales within the group. He wrote one doctor 10 years ago and can trace more than \$3 million of business to that source. Another case sold six years ago has led to \$2 million. This producer learns enough about the client's business to talk intelligently with people in that line of work. This has proved more effective than concentrating on certain types of policies.

Another million-dollar producer concentrates on business insurance, even cold-canvassing for it at times. He works through the classified telephone book, going after prospects in one particular type of industry, such as machine shops. He devotes a certain predetermined part of his time to machinestop owners and from that source alone wrote \$500,000 in four months.

This plan has several advantages, Mr. Gill pointed out. After selling one of these buyers the agent can say, "I was able to be of service to the Elite Manufacturing Co. and I believe I can be of service to you." That gets him in for the interview far more effectively than some generalized statement.

The third millionaire liked civic work and decided to expand his activities in that field—Red Cross, community chest, etc. He soon found that certain local wheel-horses tend to handle most of this work and he found he was on a good basis with some high-class, intelligent people. He wrote more than \$1 million in a comparatively short time.

Besides that, the newspapers carried his name and photograph in connection with his civic work. He got a lot of prestige. When he introduced himself his prospect recognized him as someone whose name and face he had seen in the paper. This agent wrote \$2 million mainly on good will built up through his civic activities.

Millionaire No. 4 adopted a strategy of patience and perseverance, banking on today's humble prospect becoming tomorrow's prosperous buyer. He gives good service to all his clients, whether they are big-time buyers at present or not. One man who bought a dollar-a-week industrial policy 15 years ago now carries more than a million dollars on his life, bought from his agent.

Millionaire No. 5 operates by creating a "climate" or "atmosphere" conducive to the prospect's taking action on his problem. He tries to put himself in the prospect's place and particularly in the prospect's wife's place should he die. He refuses to talk insurance with a prospect—except business insurance—unless the wife is present. He will even bow out of a prearranged interview if for some reason the wife is not on hand as planned. He may miss some sales this way but he avoids

a lot of wasted time. He creates self-confidence by putting himself in the prospect's position, Mr. Gill pointed out.

Millionaire No. 6 makes sure he talks the prospect's language. This can often mean the difference between success and failure. Talk in an educated way with those who are used to it but be down to earth with those who are accustomed to a more earthy type of speech, is this agent's procedure. Graphs and figures that are fine for an accountant prospect may only confuse a self-made man who has little formal education.

All those million-dollar producers, said Mr. Gill, consider that self-development is probably the most important element in their success. The younger ones take CLU courses. All read periodicals dealing with insurance and taxation. They feel an urgent need to know their business.

Four Young Agents Outline Methods that Brought Success

Four young million dollar producers in Indianapolis addressed the Indianapolis Assn. of Life Underwriters and expressed unanimous accord with the theory that in their particular position in the business no specific market brings the best results.

Panel members were Austin Rinne, Northwestern Mutual, and a five-time MDRT qualifier, moderator; Peter Dye, Connecticut Mutual; Neal Sinclair, American United; and Glenn Tiffany, New England Mutual.

In response to the question, "What close do you use?" Mr. Sinclair said, "The biggest close is in the presentation itself. I always make it a point not to talk myself into a sale and right out of it again; that's where sense of timing is important."

Mr. Dye said, "I just say, 'We've seen your problem; here is the way to solve it.' I take an application that I've already partially filled in with any information I have about him (the prospect); that lets him know I'm expecting to close."

Similar to this was Mr. Tiffany's remark: "I work on an assumed close basis."

All agreed a direct approach is best when it comes to the point where the prospect has to dig down into his pocket for the where with all. "Do you want to pay by check or cash?" is a serviceable query, the panel members said.

How can a new or average agent increase production? they were asked. Is it necessary to write business insurance? On this, Mr. Sinclair said, "It's either a matter of writing more cases or larger ones; maybe business insurance is the answer." Mr. Dye: "I'm not convinced that business insurance is the answer. I think a new man should sell on a package basis or simple programming, and I mean simple." Mr. Tiffany: "Just talk in large amounts. If you were talking \$5,-

000, start talking \$10,000; what harm can it do?"

None agreed with the cold canvass approach. Mr. Sinclair and Mr. Dye said they work by phone or appointment, and Mr. Tiffany often calls on prospects he has met through centers of interest and friends. All said they sold on a package basis, as contrasted to a programming basis.

Show A&H Results in Illinois for 1953

Presented herewith are Illinois A&H writings of companies licensed to do business in that state. A&H premiums for life companies are shown on a direct basis, as are those for casualty companies, though life company losses are reported as net paid while a net incurred basis is used for casualty companies.

	Direct Premiums \$	Losses \$
Accident & Casualty	16	16
Acme Life	64,188	22,133
Aetna Casualty	4,744	350
Aetna Fire	13,469,007	114
Aetna Life	448,257	1,836
All-American Cas.	240	240
Allstate	459,197	416,714
Amalgamated L. & H.	3,555	3,555
Amalgamated Labor Life ..	689,735	250,121
American Casualty	6,945	3,323
American Continental	18,957	18,957
Amer. Employers	47,213	57,525
Amer. Farmers Mutual	130,727	117,013
American Health, Md.	117,013	325,632
American Hosp. & Life	325,632	117,013
American Life, Ill.	169,296	106,502
American Motorists	167,566	142,121
Amer. Mut. Liability	322,352	132,422
American National	2,605	1,741
Amer. Policyholders	2,498	149
American Reinsurance	1,860	875
American Republic	191	447
American Surety	3,762	2,940
Associated	14,760	2,246
Atlanta Life	13,408,484	6,272,014
Bankers Life & Casualty ..	230,765	149,935
Bankers, Life, Ia.	33	1,874
Bankers National Life	2,469	180,214
Beacon Mut. Indem.	325,444	2,189,653
Beneficial Standard Life ..	4,769	1,994
Benefit Assn. Ry. Empls.	8,092	8,064
Berkshire Life	767,844	433,999
Bituminous Casualty	10	10
Business Men's Assurance ..	48,878	10,043
Car & General	320,419	140,442
Central National	510,914	247,298
Central National Life	136	152
Central Standard Life	18,816	826
Century Indemnity	48,774	12,657
Colonial Life, H. & A.	10,246	1,442
Columbia Casualty	56,541	31,932
Columbian National Life ..	2,458	1,674
Columbus Mutual Life	608,318	163,922
Combined, Ill.	683,318	427,917
Commercial, N. J.	148,462	25,185
Commercial Life, Mo.	798,431	269,830
Commonwealth L. & A.	2,566,539	2,562,539
Connecticut General	4,492,937	3,071,280
Continental Assurance	8,546,551	3,670,454
Continental Casualty	393,920	205,702
Country Life, Ill.	4,912	3,241
Craftsman	290	15,290
Credit Life, O.	34,016	135
Crown Life, Ill.	774	39,174
Employers' Fire	117,264	439,014
Employers Life, Ill.	91,598	14,601
Employers Liability	6,140	7,179,387
Employers Mut. Cas.	517,915	3,071,280
Employers Mut. Liab.	73,484	205,702
Employers Reins.	9,583,786	3,241
Equitable Society	432	15,290
Family Protection, Ill.	194	135
Farmers Exchange, Cal.	14,670	39,174
Farmers Life, Ia.	824	439,014
Federal	924,193	14,601
Federal Life, Ill.	49,572	7,179,387
Federal Life & Cas.	206	3,241
Federal Mut. Cas.	739,359	15,290
Fidelity & Casualty	44,333	135
Fidelity H. & A. Mutual	27,067	39,174
Fidelity Life, Ill.	49,416	439,014
Fireman's Fund, Indemn.	130,289	14,601
Franklin Life	15,141	7,179,387
General American Life	1,477,900	3,241
General Casualty, Wis.	7,288	15,290
General Reinsurance	48,543	39,174
George Rogers Clark	543,392	439,014
Girard Life, Tex.	2,536	14,601
Giardian, Tex.	287	7,179,387
Glens Falls	1,672	3,241
Glens Falls Indemnity	13,523	15,290
Globe Indemnity	179,119	39,174
Globe Life	153,410	439,014
Golden Rule Life	254,295	14,601
Golden State Mut. Life	136,541	7,179,387
Great American Indem.	14,532	3,241
Great-West Life	581,550	15,290
Guarantee Mutual Life	27,025	39,174
Guarantee Reserve, Ind.	554,429	439,014
Guarantee Trust, Ill.	309,603	14,601
Guardian Life, N. Y.	15,670	7,179,387
Hardward Mutual, Minn.	20,265	3,241
Hardward Mutual Cas.	754,835	15,290
Hartford Accident	390,489	39,174
Hawkeye-Security	8	439,014
Health Service, Ill.	283,835	14,601
Home Indemnity	19,451	13,467
Home Life, N. Y.	60,151	56,427
Hoosier Casualty	469,037	221,551
Horace Mann Mut. Cas.	1,179,465	740,352
Illinois Commercial Men's ..	1,791,388	752,619
Illinois Mutual Cas.	1,541,691	851,888
Illinois Security Life	21,175	5,487
Illinois Traveling Men's	1,049,715	638,695
Indemnity of No. Amer.	200,925	33,356
Industrial L. & A.	345,262	140,479
Industrial Cas., Ill.	565,521	157,228
Ins. Co. of No. Amer.	924	235,148
Inter-Ocean	311,281	48,276
Inter-state Assurance	119,855	2,012
Jackson Mutual Life, Ill.	13,637	718
Jefferson Life, Ill.	2,289	19,526
Jefferson National Life	58,360	2,629,306
John Hancock Mutual	3,850,352	73,145
Kemba Mutual	73,145	59,826
LaSalle Casualty	959,944	1,071,217
Liberty Mutual	1,160,669	224
Life of Virginia	224	840,153
Lincoln National Life	1,555,683	-2,682
London & Lancashire Ind.	16,752	17,947
London Guarantee	69,989	376,029
London Lloyd's	862,133	96,651
Loyal Protection Life	281,038	573,081
Lumbermen Mut. Cas.	638,373	27,512
Manmoth L. & A.	106,527	4,943
Manufacturers Cas.	6,782	2,786
Marquette Life, Ill.	35,937	43,520
Maryland Casualty	105,050	63,210
Mass. Bonding	154,273	1,267
Mass. Casualty	1,267	100,513
Mass. Indemnity	491,348	640,554
Mass. Mutual Life	948,687	267,694
Mass. Protective	642,055	83,648
Medical Indemnity, O.	1,820,960	1,084,613
Metropolitan Casualty	18,699,992	13,587,685
Metropolitan Life	259,650	184,552
Michigan Life	2,515	27,013
Midland National Life	77,629	209,738
Midwest Mutual, Ill.	579,354	852,716
Missouri	1,702,562	272,012
Modern L. & A.	656,193	438,339
Monarch Life, Mass.	677,130	3,877,144
Municipal, Ill.	7,030,802	4,452
Mutual Benefit H. & A.	44,552	521,899
Mutual Life, N. Y.	1,201,061	355,878
National Benefit, Ia.	561,432	499
National Casualty	499	65
National Fire	45,187	8,757
National Grange Mut. L.	1,134,889	481,888
National Home Life, Mo.	82,428	29,011
National Life & Acc.	23,290	4,202
National Travelers, Ia.	1,381	223,448
New Amsterdam Cas.	595,066	1,809,315
Newark	1,809,315	299,824
New York Life	8,719	4,981
North American Acc., Ill.	739,715	272,854
North Amer. C. & S. Re.	5,833	1,502
North American L.	114,853	56,693
Northern Life, Wash.	149,135	37,689
Northern Security, Ill.	2,753,325	2,011,688
Northwestern Nat. Life	85,188	113
Ocean Accident	16,678	8,599
Ohio Casualty	42,163	19,095
Ohio State Life	103,020	3,325
Old Line Life	1,118,992	617,092
Old Republic Credit Life ..	11,754	10,318
Pacific Mutual Life	731,378	295,586
Pan-American Life	47	550,211
Pan Revere Life	1,272,717	4,928
Perseus Casualty	18,279	6,077
Perpetual Indem. Wis.	127,038	29,419
Phoenix Indemnity	70,590	21,057
Physicians, Mo.	41,405	20,056
Pioneer Life, Ill.	53,206	1,147,629
Plain Dealers Mut. Cas.	1,098,153	350
Postal Life & Cas.	8,573	594,307
Provident Life & Acc.	3,179,926	2,915,648
Provident Mut. Life	3,706,120	750
Prudential	37,465	14,838
Queen	183,608	113,721
Reliance Mutual Life	1,234,102	570,604
Republic National Life	58,518	12,533
Reserve Life, Tex.	144,427	62,819
Rockford Life	45,551	20,000
Royal Indemnity	10,120	3,568
St. Paul-Mercury Indem.	3,965	2,669
Secured Casualty	655,126	380,294
Security Benefit Life	522,633	276,075
Security Mut. Life, N. Y.	256,143	184,282
Standard Accident	1,430,658	2,782,150
State Mutual Life	12,165	4,019
Sterling, Ill.	5,317	1,106
Sun Indemnity	78,357	18,426
Superior Life, Pa.	2,186	2,457
Supreme Liberty Life	13,196,816	10,535,218
Transportation, Ill.	1,793,593	1,250,589
Travelers	924,288	871,518
Union Cas. & Life	914,738	342,336
Union Labor Life	319,848	216,309
Union Life, Ill.	3,205,731	1,163,002
United, Ill.	901,198	570,636
United Benefit Life	52,490	27,464
United National Indem.	4,872	-469
U. S. Casualty	133,200	35,045
U. S. F. & G.	241,897	275,128
United States Life	219,803	67,426
Universal Mut. Cas.	1,882,424	100
Victory Mutual Life	15,521	48,458
Washington National	62,551	21,751
Western & Southern Life ..	10,634	6,635
Western Cas. & Surety	79	158,388
Western Life, Mo.	380,548	115,830
Western States Mut. Auto.	444,231	75,991
Wisconsin National Life	146	339,144
Woodmen Accident	510,468	1,530,972
Woodmen Central	1,804,163	109,231,653
World	174,809,344	
Zurich		

• Home Life of Philadelphia has appointed as district managers Harry W. Graeff at Lancaster, Orville A. Myers at Lebanon and Irwin R. Brandt at Harrisburg.

NEWS OF LIFE ASSOCIATIONS

Central Arizona Congress Attracts a Record 300

A record of 300 persons attended the annual sales congress of Central Arizona Assn. of Life Underwriters, held at Phoenix.

Opening remarks were made by R. Burton Johnson, United Benefit Life, association vice-president and program chairman, and C. R. Igoe, Aetna Life, association president.

Congress speakers were Robert A. Brown, Jr., Pacific Mutual Life, Los Angeles; James D. Dunning, vice-president of New York Life, and Frank Walton, vice-president of Mutual Benefit H.A. Four New England Mutual Life general agents conducted a panel discussion on "Why Business Insurance?" They were Rolla R. Hays, Jr., Los Angeles; David Marks, Jr., New York City; Gordon D. Orput, Portland, Ore., and Alson R. Kemp, Chattanooga.

Mr. Dunning defined advanced underwriting as "the underwriter who gets there in advance of the other guy". Describing term insurance as an insidious thing which lulls policyholder into a false sense of security, Mr. Dunning said agents should stress permanent insurance as property and the best investment there is. He said the great amounts invested in mutual funds in recent years evidences the fact that policyholders have money to spend.

'Roomhopping' Is Feature of Illinois Life Agents Card

For the first time Illinois Assn. of Life Underwriters will conduct "roomhopping" sessions at its annual meeting at Decatur May 21.

Panels have been set up to correspond with LUTC courses. One panel, moderated by Russell M. Logan, general agent of Ohio State Life at Bloomington, will cover "Sales Process—From Prospecting to Closing." William T. Beadles, dean of Illinois Wesleyan University, will moderate discussion of "Increased Production Through Sales to Businesses". Solving tax problems will be considered at the session to be presided over by Frank C. Toombs, Springfield tax analyst.

Karl H. Kreder, vice-president of Metropolitan, will address the banquet that evening.

As announced previously, speakers for the annual Decatur sales congress to be held the next day are Grant L. Hill, vice-president and director of agencies, Northwestern Mutual Life; James E. Rutherford, vice-president in charge of the Prudential Chicago regional home office; Edward W. O'Shaughnessy, Equitable Society, Chicago; Zinn Kaufman, New York City merchandising consultant, and Lt. Gov. Chapman of Illinois.

Three Speakers for NYC

The meeting May 13 of Life Underwriters Assn. of New York City will be sponsored by the field agents' advisory council. Milton H. Stern, New York City tax attorney, will discuss "Why the Lawyer Kills Your Case," and Benjamin Rikelman, manager of Metropolitan at West End, N. Y., and Max M. Matson, Mutual Benefit, Cleveland, will speak on business insurance and its dollar opportunity for every agent.

Mr. Rikelman will tell how to write business insurance on small cases. He once sold \$1 million in one month in New York. Mr. Matson, his company's top producer last year, will tell of new

and profitable fields for additional sales in business insurance.

Pa. Assn. to Elect May 27

Pennsylvania Assn. of Life Underwriters will hold elections of officers at its annual meeting May 27-28 at Bradford. Tentative plans have been made for the eastern general agents and managers conference June 11-12 at the Bedford Springs hotel, Bedford. Chairman is Steacy Webster, Provident Mutual, Pittsburgh.

San Antonio, Tex.—Business insurance was discussed by a panel comprising J. H. Oppenheimer, attorney; Walter Flack, CPA, and Herbert S. Croft, trust officer of Alamo National Bank.

St. Paul—Robert J. Cummings, president of Minnesota Mutual Life, spoke on "Let's Get Our Thinking Straight" at the April meeting.

Dallas—Speaker was Charles E. Gaines, vice-president and agency director for Great National Life.

Butte, Mont.—Charles B. Dobbs has been elected president, William S. Toohy, vice-president, and John Kosena, secretary-treasurer.

Logansport, Ind.—Speaker was Earl Schwalm, trust officer of Lincoln National Bank of Fort Wayne.

Princeton, Ill.—E. W. Lingo, Peoria manager for Retail Credit Co., was the speaker.

Shreveport, La.—J. Luther Jordan, Jr., assistant trust officer of the First National Bank of Shreveport, spoke.

Stevens Point, Wis.—The Central Wisconsin association heard a talk by E. H. Lattimer, Northwestern Mutual Life, Wausau, Wis.

St. Louis—Arthur F. Preib, Penn Mutual Life, Rockford, Ill., talked on "My Favorite Fears."

Austin, Tex.—Bruce Parker, California-Western States Life, San Antonio, suggested agents set up an annual production objective, and break that down into weekly goals.

Pittsburgh—The annual sales congress, geared to the theme "Let's Go—Let's Grow", was addressed by Donald C. Blackwood, general agent for National Life of Vermont and association president; Frank B. Maher, vice-president of John Hancock; James Elton Bragg, manager Guardian Life, New York City; William Cooper, Prudential, and A. Jack Nussbaum, Massachusetts Mutual, Milwaukee.

Toledo, O.—Speaker was Walter G. Voecks, president of Lutheran Mutual Life of Iowa.

Springfield, Ill.—Russell W. Huether, Franklin Life, St. Louis, discussed "How Time Can Earn Million Dollar Round Table Membership."

Memphis—Ralph H. Ruch, manager of Mutual Life at Louisville, Ky., spoke.

Brooklyn—Irving R. Aaronson, Metropolitan, Bernard M. Eiber, Mutual Trust Life, and Carl M. Spero, independent, all of Brooklyn, spoke May 6.

Binghamton, N. Y.—Len Watson, sales promotion manager of Security Mutual, spoke on advertising.

Johnstown, Pa.—Ralph G. Englesman, sales consultant, spoke at the 1954 sales congress, attended by 200 delegates from western and central Pennsylvania.

Butler, Pa.—Bert L. Murphy, Jr., Equitable Society, Pittsburgh, spoke May 6 on opportunities in business insurance.

Washington, Pa.—Thomas W. Henry, assistant manager New York Life, Pittsburgh, will supplement a talk May 12 with a film showing the progress of a sale.

Beaver Valley, Pa.—Edward D'Emilio, manager for Ohio State Life, Pittsburgh, will talk May 14.

New Castle, Pa.—Joseph Hetra, Mutual Life, New Brighton, Pa., will talk on automatic prospecting May 13.

Fayette, Pa.—Thomas J. Marsted, Colonial Life, Pittsburgh, will talk May 20.

Oshkosh, Wis.—Fifteen agents from Oshkosh, Fond du Lac, Appleton, Ripon and Berlin are completing two years of LUTC study. A. L. Senderhuf, associate director of agencies of Wisconsin National Life, serves as instructor. Another class will be formed next fall.

Marshfield, Wis.—David Markwurth, Wisconsin Rapids, was elected president to succeed Arch Stenz, Stevens Point. Conrad C. Sommers, Stevens Point, E. F. Kleinheinz, Marshfield, and D. A. Vaughn, Wisconsin Rapids, were named vice-presidents, and Ray Burchell, Wisconsin Rapids, secretary. Edward C. Schroeder, Appleton, president of the Wisconsin association, was the speaker.

Franklin County, Pa.—Henry E. Niles, vice-president of Baltimore Life, talked on his experiences while serving as a deputy director of the point 4 program in India.

Harrisburg—A Kenneth Homer, district manager of Metropolitan at Johnstown, spoke.

Lancaster, Pa.—Ralph Engelsman, insurance consultant, held his one-day sales school at Franklin & Marshall College.

Lehigh Valley, Pa.—The association attended a sales congress at Reading, conducted by Ralph G. Engelsman, insurance consultant.

Meaville, Pa.—Philip P. Robbins, assistant professor of economics at Alleghany College, spoke.

Washington, Pa.—The Washington district of Baltimore Life, of which George J. Mucey is manager, winners of the president's award 1949-51 and 1953, have retired the award from further competition. Albert J. Burns, president of Baltimore Life, presented the award.

West Branch, Pa.—C. Brainerd Metheny, general agent for Fidelity Mutual at Pittsburgh spoke.

York, Pa.—C. Philip Moore, Jr., attorney, discussed wills and their effect on life insurance.

Peoria—Alden C. Palmer, board chairman of Insurance Research & Review Service, spoke at the April meeting.

Union C&L Names Krauss

The William Krauss Agency, at Hempstead, Long Island, N. Y., has been appointed general agent on Long Island for Union Casualty & Life. William Krauss, who heads the agency, entered the business with New England Mutual after World War II service. He is president of Life Supervisors Assn. of Brooklyn and a member of the board of Life Underwriters Assn. of New York, Brooklyn branch.



William Krauss

Phila. CLUs to Hear McCaffrey

Charles B. McCaffrey, assistant director of agencies of Northwestern Mutual Life, will address the annual spring forum of the Philadelphia CLU chapter May 13 at the Bellevue-Stratford hotel. He will talk on the place of business insurance in estate planning.

Beardslee Agency Moves May 24

The William R. Beardslee agency of Lincoln National has not yet moved to its new headquarters as reported in the April 23 issue, but will move on May 24 to 483 Bloomfield avenue, Montclair, N. J.

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Convention Dates

May 10-11, Life Advertisers Assn., Southern Round Table, Hermitage hotel, Nashville.

May 10-12, 1954 Agency Officers Round Table Williamsburg Inn, Va.

May 13, Florida managers conference, Miami Beach.

May 13-15, Florida Assn. of Life Underwriters, annual, Roney Plaza hotel, Miami Beach.

May 17-18, Assn. of Life Insurance Counsel, Greenbrier hotel, White Sulphur Springs, W. Va.

May 19, Southern California area conference, Pasadena.

May 19-21, North Carolina Assn. of Insurance Agents, annual, Carolina hotel, Pinehurst.

May 20, Wisconsin Assn. of Life Underwriters, annual, Lorraine hotel, Madison.

May 20-21, New York State Assn. of Life Underwriters, annual Rochester.

May 21-22, Illinois Assn. of Life Underwriters, annual, Decatur.

May 25-28, Canadian Life Insurance Officers Assn., annual, Seignior Club, Montebello, P. Q.

May 27-28, Kentucky Assn. of Life Underwriters, annual, Brown hotel, Louisville.

May 27-28, Pennsylvania Assn. of Life Underwriters, annual, Bradford.

June 2, Fraternal Actuarial Assn., spring meeting, Edgewater Beach Hotel, Chicago.

June 3-4, Society of Actuaries, western spring meeting, Edgewater-Beach hotel, Chicago.

June 5, NAIC zone 4, Sheraton-Cadillac hotel, Detroit.

June 7-11, National Assn. of Insurance Commissioners, annual, Sheraton-Cadillac hotel, Detroit.

June 11-12, Eastern General Agents and Manager Conference, Bedford Springs, Pa.

June 14-25, American Life Convention, life officers investment seminar, Beloit College, Beloit, Wis.

June 15-18, Million Dollar Round Table, annual, Hotel del Coronado, Coronado, Cal.

June 17-19, California Assn. of Life Underwriters, annual, Berkeley.

June 17-19, ALC medical section, annual, Grand hotel, Mackinac Island.

June 24-26, Texas Assn. of Life Underwriters, Austin.

June 24-26, Texas Assn. of General Agents & Managers Conference, Austin.

Aug. 11-14, Federation of Insurance Counsel, Schroeder hotel, Milwaukee.

Sept. 13-15, International Claim Assn., annual, Wentworth-By-The-Sea, Portsmouth, N. H.

Sept. 13-15, Bureau of A&H Underwriters, annual, Broadmoor hotel, Colorado Springs, Colo.

Sept. 20-24, National Assn. of Life Underwriters, annual, Boston.

Sept. 27-29, Life Advertisers Assn., Sheraton-Gibson hotel, Cincinnati.

Sept. 27-29, Life Office Management Assn., annual, Shoreham hotel, Washington, D. C.

Sept. 27-30, National Fraternal Congress, annual, Haddon Hall, Atlantic City.

Oct. 5-8, ALC, annual, Edgewater Beach hotel, Chicago.

Sept. 29-30, Michigan Life Agency Management Conference, Michigan State College.

Oct. 13-15, Assn. of Life Insurance Medical Directors, annual, Royal York hotel, Toronto.

Oct. 21-22, LIAMA Atlantic alumni conference, Rye, N. Y.

Oct. 20-22, Society of Actuaries, Hotel Stafford, Boston.

Oct. 21-23, Mid-West Management Conference, French Lick Springs hotel, French Lick, Ind.

Oct. 28, Northern California agency building conference, Berkeley.

Nov. 8-12, LIAMA, annual, Edgewater Beach hotel, Chicago.

Nov. 15-16, H & A Underwriters Conference, underwriters forum, Hotel Roosevelt, New Orleans.

Nov. 17-19, Institute of Home Office Underwriters, annual, Roosevelt hotel, New Orleans.

Nov. 29-Dec. 3, National Assn. of Insurance Commissioners, midwinter, Hotel Commodore, New York City.

Dec. 7-8, Life Insurance Assn., annual, Waldorf-Astoria hotel, New York City.

Dec. 9, Institute of Life Insurance, annual, Waldorf-Astoria hotel, New York City.

Schwanz Month Sales Set Record

Midwestern United Life of Fort Wayne in a sales contest during April celebrating the birthday of President Phil J. Schwanz recorded the largest sales for any month in its history with a total of \$5,234,764. Individual leader was Charles Yerick of Fort Wayne with \$255,105. Leading agency was Koehnlein-Jennings, also of Fort Wayne, with \$2,121,411.

Canada Life Promotes F. B. Clarke

Canada Life has promoted F. B. Clarke from group sales manager for Canada to superintendent of group sales. He joined the department in 1942 and has successively been secretary of group sales and assistant sales manager.

National Life Names Saia, Laird, Welman

Dr. John L. Saia has been promoted from assistant to associate medical director of National

Life of Vermont, and Morton A. Laird, vice-president and actuary, and Clyde R. Welman, recently elected vice-president in charge of agencies, have been elected to serve on the executive committee. Dr. Saia joined the company last year after 17 years of general practice in Barre, Vt.



Dr. John L. Saia

At the quarterly meeting of directors in Boston, where the elections took place, President Deane C. Davis reported sales increased in the first quarter nearly 17%. The interest rate for the first quarter was 3.54% compared with 3.48% for a year ago. The average size policy increased from \$6,249 to \$7,228 in the first three months and 42 new full time agents were appointed.

Wasserman General Agent at Jersey City for Franklin

Franklin Life has appointed Joseph D. Wasserman general agent at Jersey City, N. J.



J. D. Wasserman

Starting in the business with Metropolitan Life in 1936, he was later advanced to assistant manager for that company and in 1949 resigned to enter the ordinary field. For four years he has been in a supervisory post with Berkshire Life. He is immediate past president of Hudson County Life Underwriters Assn.

Louis Gregory Elected Lee National President

Louis M. Gregory, with Great Southern of Houston for seven years, has been elected president of Lee National and will assume office May 15, succeeding W. Scott Wilkinson. Mr. Wilkinson has been elected chairman of the board.

Mr. Gregory has been manager of the north Louisiana agency of Great Southern at Shreveport. He is president of Louisiana Assn. of Life Underwriters.

Lee National, which was organized at Shreveport in 1948, plans to expand by entering Arkansas, Mississippi, and Texas and by increasing its capital and surplus to more than \$600,000.

Wohlgemuth Covered LIC

The account of the annual meeting of the Life Insurers Conference that appeared in last week's issue was written by George E. Wohlgemuth, editor of *The Life Insurer* and Cincinnati news editor of THE NATIONAL UNDERWRITER. His "by-line" was inadvertently omitted. Mr. Wohlgemuth has been covering these meetings for many years.

Hielscher Gets La. Post

Great Southern Life of Houston has named Charles N. Hielscher manager for northern Louisiana, with headquarters at Shreveport. He joined the company in 1951 as an agent and went to the home office early this year as a district manager in the sales training department. He currently is vice-president of Central Texas Life Underwriters Assn.

Late News Bulletins . . .

(CONTINUED FROM PAGE 1)

mittee members on the idea that the administration's reinsurance proposal would provide for expansion of health coverage.

"There is no such provision in the bill," he said, "unless the \$25 million is to be used to supplement excess claims paid by the companies." He pointed out that these excessive claims would either have to be subsidized or the companies would have to raise their rates. The latter course would put A&H coverage out of the reach of the wage earners who need it. The \$25 million fund is supposed to be kept intact, Mr. Murphy pointed out.

Dolliver wanted to know what the state commissioners are doing about policy cancellations but Mr. Murphy contended these are only a minor part of the over-all picture and that it is impossible to eliminate all abuses. Dolliver suggested that the commissioners want to retain power and jurisdiction over insurers. Mr. Murphy said they are interested in continuing regulation at the state level. His formal presentation followed the lines of his presentation at the senate health subcommittee recently.

Sell Pa. Mutual Life Guaranty Fund Interest

The financial interests controlling the majority of the outstanding shares of the guaranty fund of Pennsylvania Mutual Life have disposed of their interests to Western & Southern Life. A further announcement will be made concerning any changes affecting Pennsylvania Mutual.

At the end of 1953, Pennsylvania Mutual had assets of \$8,096,969, and insurance in force of \$51,016,045, \$23,313,000 of which was ordinary and the balance industrial.

The company has a guaranty fund of \$263,630, consisting of \$10 par shares on which holders are entitled to 3% semi-annually.

U. S. Life Names General Agent at Cincinnati

United States Life has appointed the Robert J. Sullivan agency as general agent at Cincinnati. Mr. Sullivan has represented several companies on a brokerage basis for 10 years.

Myrick Issues Letter on NALU Location

NEW YORK—Julian S. Myrick, Mutual Life, past president of NALU and a member of its headquarters location committee, has written to the presidents of all local and state associations, with copies to national committeemen, secretaries and all national council members, giving in detail his reasons for believing that NALU headquarters should not be moved out of the New York City area. He stresses the absence of any convincing reason for moving from the area where NALU has been located for nearly 65 years and points out the value of NALU's close relationship with company organizations here and the fact that a move would involve the risk of losing LUTC as a close associate and tenant, separation from the New York state association and its important work with New York state legislation, losing New York's accessibility for committee meetings attended by NALU staff members, disruption of NALU's executive and clerical staff, and the cost of moving, estimated at \$25,000 to \$35,000, "which cannot be financed from building fund money."

N. Y. Fines Two A&H Insurers

The New York department has fined American Casualty \$3,400 and Higman, Neilson, Whitridge & Reid of Boston, its agent, \$2,200 after it was determined that they had issued policies not approved by the department and had charged rates less than those on file. Mutual Benefit H&A was fined \$5,000 and its general agent, Jim C. Brock of Utica, \$2,000 for issuing policies at rates below those on file with the department.

Union Mutual Promotes Seavey, Miller

Union Mutual Life has promoted Charles H. Seavey to 2nd vice-president in charge of the sickness and accident department and Richard I. Miller 2nd vice-president in charge of sales promotion and advertising. Mr. Seavey has been manager of the A&S department and Mr. Miller has been director of sales promotion.

Recap Union Labor for '53

Union Labor's group insurance in force almost tripled in the last five years and totaled \$503 million at the end of 1953, up 37%. Individual amounted to \$37,283,251 to bring to total insurance in force to \$540,313,318, up \$134,537,085. Income from premiums, investments and other sources increased 55% to \$19,270,817, of which \$10,832,326 were in A&H premiums. Benefit payments to living policyholders totaled \$10,999,278, and death payments were \$4,152,698. Assets totaled \$20,245,842, up 16%, and liabilities were \$15,715,587. Surplus increased \$277,718 to \$4,530,255.

Postal Advances Margolis

Postal Life has appointed Lester E. Margolis assistant general agent in the

Greenberg & Rhein agency at New Haven. He joined the agency in 1951 after service with the navy and Bankers National Life.

Tax Talk at Milwaukee

Milwaukee CLU chapter at its last meeting of the season heard explanations of some of the proposed internal revenue code revisions by Richard E. Teschner, attorney and former tax counsel for the Wisconsin tax department.

• Clarence W. Wyatt, vice-president of the John Hancock group department, spoke at a brokers' seminar in Indianapolis April 28. About 100 property and casualty agents attended. Guest of honor was Commissioner Wells.

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Joseph Dickman, Vice President

Life-Accident-Health-Hospitalization-Annuities-Pension Trust

"The Provident States"

ATLANTIC CURRENTS

New Agency Program Has Attractive Features

Atlantic Life has just inaugurated a new agency development plan. Among its important features are:

1. Guaranteed Income
2. Company Assisted Prospecting
3. A Sound Training Schedule
4. Instruction and Field Supervision

This plan, designed to develop life underwriters on a professional, career basis, is Atlantic's latest addition to its program of continuing progress.

ATLANTIC LIFE

INSURANCE COMPANY
HOME OFFICE: Richmond, Virginia

More than a Half-Century of Service



"People must feel before they see . . . when this happens they are aroused to action"

WASHINGTON'S significant words strike home to the man who feels and as a consequence sees . . . now is the time to act, in order to provide himself a profitable future. We have opportunities in the rich region west of the Mississippi for the type of man geared to general agent capacity. Information about yourself will be held in strictest confidence.

National Reserve's present one hundred and fifty-five million dollar organization is moving ahead in a tremendous expansion development. Send now for detailed information without obligation.

Write W. E. Moore, Agcy. V.P., Agcy Hq., Topeka
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Strong as the Strongest - Enduring as Rushmore



One of America's Leading Fraternal Life Insurance Societies



The Aid Association furnishes up-to-date sales kits, numerous promotional items, and modern plans of insurance to assist its field men in their selling efforts. New representatives attend Home Office indoctrination schools, and are further trained by their general agents, and through Home Office correspondence courses.

Aid Association for Lutherans

Legal Reserve Fraternal Life Insurance
Home Office: Appleton, Wisconsin



there's
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behind
their
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Provident Mutual Life Insurance Company

OF PHILADELPHIA, PENNSYLVANIA

• Each of us in the life insurance business has a continuing responsibility: to render professional services to the millions of free Americans who stand to benefit by our counsel. Let us not neglect our responsibilities—and our opportunities.